

# Southern Building Supplies

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



*on page 29*

**Sell 'Em Brushed  
Plywood for Smart  
Interior Paneling**

**Dealer Controls  
Installment Sales  
with Own Finance Plan**

*on page 25*



*on page 26*

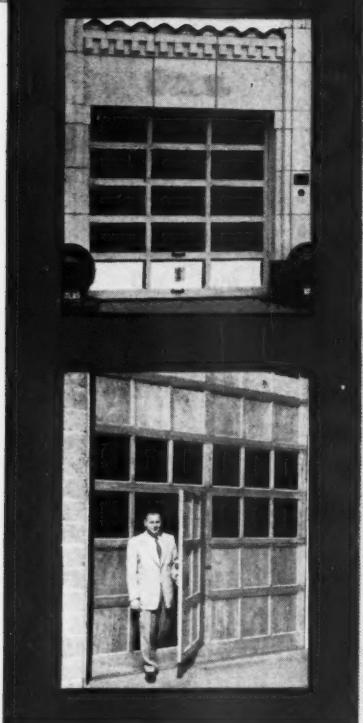
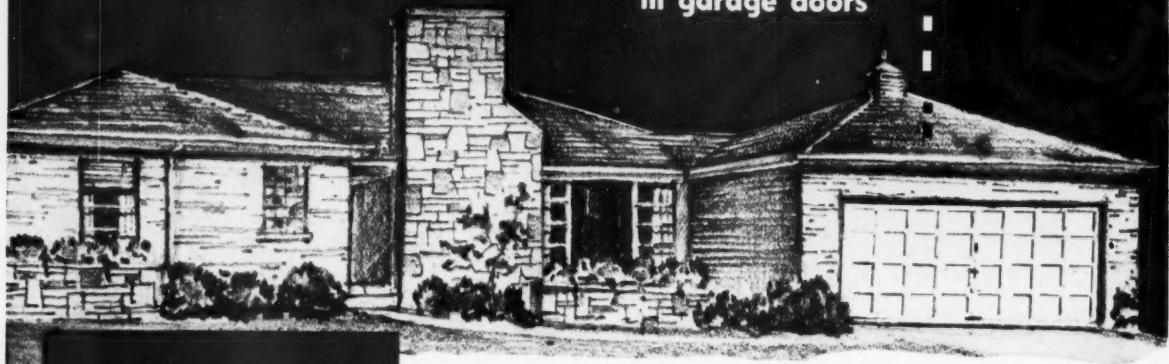
**Small-City Dealer  
Sells More from Real  
Department Store**

**Dixie Dealer** - **Scene in Dixie**

**October 1953** - **Forum**

# Of course it's a How-ell-dor

... one of America's foremost names  
in garage doors



There's a How-ell-dor  
Electric Operator for  
every design door.



The functional 20th-century styling ... sturdy, weather-tight construction ... "feather-touch" door action ... at popular down-to-earth prices ... contribute to make the How-ell-dor sectional Upsweep garage door a mighty attractive sales package.

To satisfy every residential, commercial, and service station requirement ... to assure fast, dependable service ... there are now 40 How-ell-dor stock sizes and styles. Unusual sizes and designs are a specialty.

**Of particular interest to all builders  
and supply dealers are these features  
of the How-ell-dor Trade Story**

● **Ease of Installation**

Because it is a prefabricated product ... drilled and ready to bolt together ... the How-ell-dor reduces guess-work and time-on-the-job to a minimum. An Instruction Sheet, accompanying each door, illustrates the progressive steps involved in the installation process.

● **Low Headroom Hardware**

The Howell Manufacturing Co. has pioneered in the development of the Natural Seven Track that can be installed in 7" of headroom. This innovation eliminates the need for special brackets or auxiliary track ... makes possible a considerable saving in material and labor. Hardware for 9 1/2", 6" and 3" low headroom requirements are also available.

● **Engineering Assistance**

Our designing and engineering staff always stand ready to assist you in your particular door problems.

Write to  
Dept. A  
for FREE  
Catalogs



**The HOWELL Manufacturing Co.**

7206 Hasbrook Avenue • Philadelphia 11, Pa.

SOUTHERN BUILDING SUPPLIES is published monthly at 214 W. Morehead St., Charlotte, N. C., by W. R. C. Smith Publishing Company, Charlotte, N. C. and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 5, Ga. Acceptance under Section 34.64 P.L.R. authorized.

Volume 8

Number 10

# **lumber, plywood, and door distributors**

**We Maintain Large Stocks of Both Lumber and Plywood in Many Species of Wood from the U.S.A. and Abroad. Among the Items Available for Immediate Shipment Are:**

**MAHOGANY:** We are specialists in British Honduras, Philippine and African Mahogany.

**LUMBER:** Tough Ash, American Black Walnut, Aromatic Cedar Lumber and Closet Lining, Long Leaf Pine, Hard Maple, Birch, Prima Vera, Red Gum, Poplar, Red and White Oak.

**PLYWOOD:** Birch, Gum, Mahogany, Fir Plyweave, Oak, Walnut, Fir, Virola (Banak).

**DOORS:** Flush and Entrance Doors, Fir, Birch, Gum, Mahogany.

**WESTERN LUMBER:** Ponderosa Pine, Kiln-Dried Fir, Redwood Lumber & Siding, Western Red Cedar.

**DECORATIVE PLASTICS:** Panelyte —For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available. Arborite—For On-Job Application, 1/8" thickness.

**TIDEWATER RED CYPRESS:** Boat Stock, Dressed Finish, 4/4 to 12/4 No. 1 Shop and Better.

**FLOORING:** Oak Block and Strip, Maple and Beech Strip, Industrial and Block-On-End Flooring.

## **PANELING**

**Philippine Mahogany, Knotty Pine, Cypress, Redwood, Fir Driftwood, Fir Ridgewood.**

# **dixie lumber co., inc.**

**8201 FIG STREET • NEW ORLEANS 18, LOUISIANA**  
Telegraphic Address WUX—DIXIE Telephone WAinut 9500



# GENUINE *Superlite*<sup>®</sup> PANELS

**build  
repeat  
sales**

**Customers come back for more and more of easy-to-install Superlite — the all wood hardboard with the baked-on, permanently beautiful plastic finish.**

After they've done a bathroom they want a kitchen — or a den, a laundry, a recreation room, or an entry in colorful, enduring Superlite. And — homes aren't the only places where this superior wallboard finds a welcome. It's wonderful for shops, stores, markets — in fact anywhere where a glossy brilliantly polished wall is wanted.

Superlite's a natural for the do-it-yourself market. The big sheets — 4 feet wide and up to 12 feet long — come in 12 colors, 4 patterns — can be cut and installed without special

tools. Complete installation instructions are included with every package. There's a full line of accessory products to help your customers get a really professional job.

Make money with Superlite Panels . . . put the colorful wall display up where your customers can see it. Slip Superlite literature in your monthly billings. Bring customers in with Superlite newspaper mats. Promote it — you'll sell it . . . write or telephone today for complete Superlite details.

**SUPERIOR WALL PRODUCTS Company**  
4401 N. AMERICAN STREET, PHILADELPHIA 40, PA.

North: A. P. Brunet, Box 811, Springfield, Mass.  
South: E. W. Proctor, Box 266, Columbia, S. C.

Wallboard Cement — Wallboard Polish —  
Waterproof Bead Compound — Touch-up  
Colors — Metal and Hardboard Moldings.

# Southern BUILDING SUPPLIES

October, 1953  
Vol. 8 No. 10

SEEING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Published Monthly by  
**W. R. C. SMITH PUBLISHING COMPANY**

Atlanta, Ga. and Charlotte, N. C.

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**CCA**

CONTROLLED CIRCULATION AUDIT  
NATIONAL BUSINESS PUBLICATIONS

**NBP**

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OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



**Add** **Beauty to**  
**the home!**  
**Profit-Minded Builders Insist on**  
**ONE-DER**  
**Metal Window Frames**

THE added eye and sales appeal of homes built using One-Der Metal Window Frames means faster turnover in sales—more profit to builders.

Quick, easy installation makes One-Der Metal Frames a boon to big or small builders alike—less carpenter labor! And pre-priming means less painting! Fits any type of construction—brick, block or frame — complete assembly makes installation simple and easy.



**P.S.**  
Don't forget One-Der Metal Door Frames — The perfect companion to One-Der Window Frames with the same outstanding features.



For further details see Sweet's File 15 b/On and 16b/On. Order TODAY from your dealer, listed in Yellow Pages of Telephone Directory, or write —

**ONE-DER FRAME**

*Corporation*

P. O. Box 3068 — BIRMINGHAM 6, ALABAMA

# PEOPLE KNOW IT

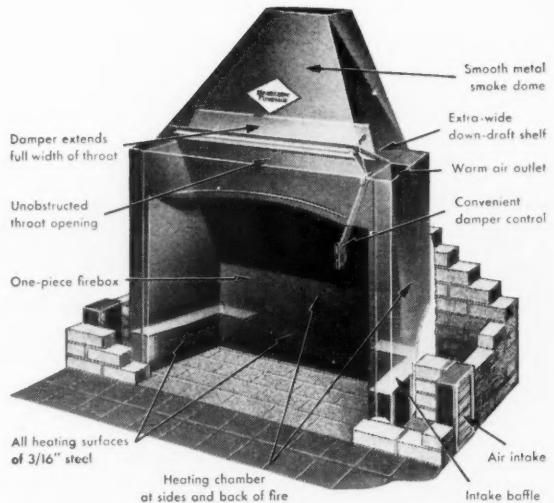
BUILDERS, architects and home buyers know the Heatilator Fireplace. They know it from 27 years of continuous national advertising . . . plus the testimonials of hundreds of thousands of satisfied users. These users find that a Heatilator Fireplace does everything it claims to do. It's smokeless and trouble-free. It standardizes and simplifies construction, saves time and money on the job.

It circulates heat usually wasted up the chimney.

No wonder dealers have sold more Heatilator units than all other fireplace units put together.

Sell the Heatilator Fireplace—*people know it!*

Heatilator, Inc., 6810 E. Brighton Ave., Syracuse 5, N. Y.



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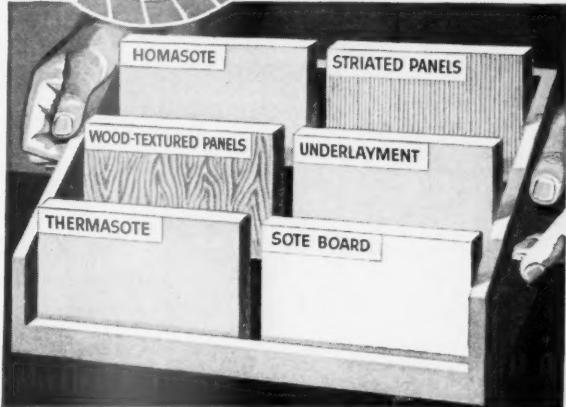
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## Homasote Insulating and Building Boards

Six insulating and building boards for many specific jobs. Everything from inside to outside finishing and from sheathing to decorative wood-textured and striated panels. All are long-wearing and completely weatherproof! Suitable for finishing, sheathing, roofing, fire walls, heater rooms—and a host of other jobs. Send coupon for descriptive literature on each.



## Yardley Wall Units

The "storage wall" idea with new refinements—and at new low cost! These units feature sliding doors of the finest hard-board, with Homasote ends and backs. Used individually, they become handsome storage furniture; in groups, a space-saving storage wall with important room-to-room insulating qualities. We offer a free planning service to builders and architects. Send coupon for full details.



## HOMASOTE COMPANY

### NOVA SALES

Co. Trenton 3, N. J.

HOMASOTE COMPANY, Trenton 3, N. J., Dept. 37D

Send detailed, illustrated literature on

All Homasote Boards  Yardley Wall Units  All Homasote-Nova Products

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_

STATE \_\_\_\_\_

My lumber dealer is \_\_\_\_\_

# DIXISTEEL Nails

TRADE MARK



**EASY TO OPEN**  
Hit with flat of hammer  
on all four sides and  
perforations will break  
quickly and clean.



**EASY TO EMPTY**  
Now you can pour nails  
out of their container  
like salt, as many or few  
at a time as you want.



**EASY TO CLOSE**  
Sturdy top holds its  
shape—slips back on  
without difficulty and  
stays put.



**EASY TO IDENTIFY**  
Side-marking of contents  
aids identification and  
speeds selection and  
inventories.



**EASY TO HANDLE**  
Individual cartons easy to  
pick up. Easy to palletize  
and move with fork lift  
truck or dolly.



**SAVES ON FREIGHT**  
Dixisteeel Nail Caddys  
weigh 3 to 4 pounds less  
than wooden kegs . . .  
reduce freight costs.



Now come in this new

## Nail Caddy

**SAVES UP TO  
25%  
WAREHOUSE  
SPACE**

Because it's square it takes up less  
valuable storage space than kegs—  
palletizes perfectly and stacks in  
neat, straight columns.

- Strong
- Durable
- Weather-proof
- Colorful

Here's the best thing that's happened to nails since the first wire nails were made 100 years ago. It's the new fiberboard Dixisteeel Nail carton—International Paper Company's brand new *Nail Caddy*—which has replaced old-fashioned wooden kegs.

Check the Dixisteeel *Nail Caddy*'s advantages and you'll see why wholesalers, retailers, and users alike welcome this great new forward step in packaging.

Order from your wholesaler

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

P.O. BOX 1714

EMerson-3441



## **"Our paint department is successful and profitable..."**

**...because we have featured the Pee Gee line exclusively over a long period of years."**

**R. P. London, Jr., President  
London Hardware Company  
Johnson City, Tenn.**

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new prod-

ucts, and in continually striving to help their dealers do a better selling job.

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If you want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!



**PEASLEE-GAULBERT** PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

*Serving the South Since 1867*

# 3 steps to more "Do-

*This attractive ad in full color will appear in November reaching  
over 15 million people in the following publications:*

AMERICAN HOME  
BETTER HOMES & GARDENS  
HOUSE BEAUTIFUL  
LIVING FOR YOUNG HOMEMAKERS  
SUNSET

# “do-it-yourself” business

November Weldwood advertising tells 15 million people to go to their local lumber yard for Weldwood paneling and Easi-Bild patterns

## STOCK EASI-BILD PATTERNS

**1** Thousands of lumber dealers who carry this line find they attract more customers and build sales volume in the tremendous “do-it-yourself” market. The assortment includes 171 different patterns packed in two under-the-counter trays, 200 catalogue folders, a counter display book and 4 newspaper mats. The patterns included in this assortment specify plywood and other materials with an average over-the-counter value of \$18,000.

## CARRY THE COMPLETE WELDWOOD LINE

**2** Fir plywood is a splendid building product with a multitude of uses. But smart lumber dealers are discovering the sales possibilities of Weldwood *Hardwoods* for fine furniture and wall paneling. The use of these hardwood panels for new construction and remodeling represents a rapidly growing trend. Stock the complete, heavily advertised Weldwood line, including new Novoply, Surfwood and Honduras mahogany Plankweld.

## CASH IN ON WELDWOOD “DO-IT-YOURSELF” NATIONAL ADVERTISING BY LOCAL PROMOTIONS

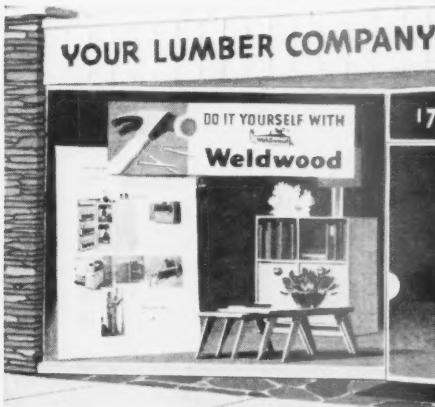
The ad on the left, in full color, will appear in November in magazines with a total readership of over 15 million! Make this advertising build sales for you!

- a)** Build one or all of the beautiful pieces of furniture pictured in this ad so your customers can see exactly what the finished product looks like.
- b)** Use the *free* blow-up of the ad as a background and the *free* “do-it-yourself—with Weldwood” window streamer as an eye-catcher.
- c)** Use Weldwood and Easi-Bild newspaper mats.
- d)** Send out free Weldwood mailers and envelope stuffers.
- e)** Keep your Weldwood hardwood display where it can be seen.

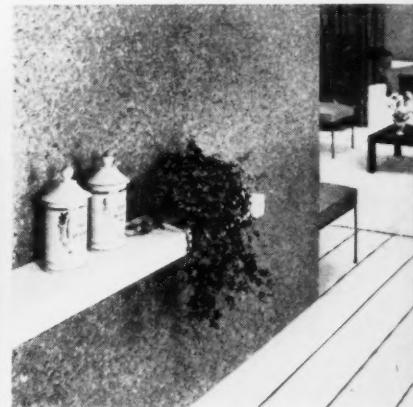
Weldwood paneling is available at United States Plywood Corporation and U.S.-Mengel distributing units everywhere.



Here's your Easi-Bild counter display and under-the-counter container. You make money on the fast-selling patterns . . . you make money on the material you sell to make the products the patterns specify.



An eye-catching window display like this will build traffic and sales. Use the free Weldwood “do-it-yourself” streamer, the ad blow-up. Build actual furniture to show your customers what they can do with Weldwood.



New product in the Weldwood line is Novoply—the FLATTEST panel ever made. Ideal for wall paneling or for non-warping sliding closet doors. In pine or California redwood,  $\frac{3}{8}$ " and  $\frac{5}{8}$ " thick; good both sides.

BRANCHES IN SIXTY PRINCIPAL CITIES.

# Weldwood®

**United States Plywood Corporation**

WORLD'S LARGEST PLYWOOD ORGANIZATION

55 West 44th Street, New York 36, N. Y.

and

**U.S.-Mengel Plywoods, Inc.**

Louisville, Ky.



Novoply, Weldtex, Plankweld,  
and Surfwood  
are registered trademarks

**United States Plywood Corporation**  
55 West 44th Street, New York 36, N. Y.

SBS-10-53

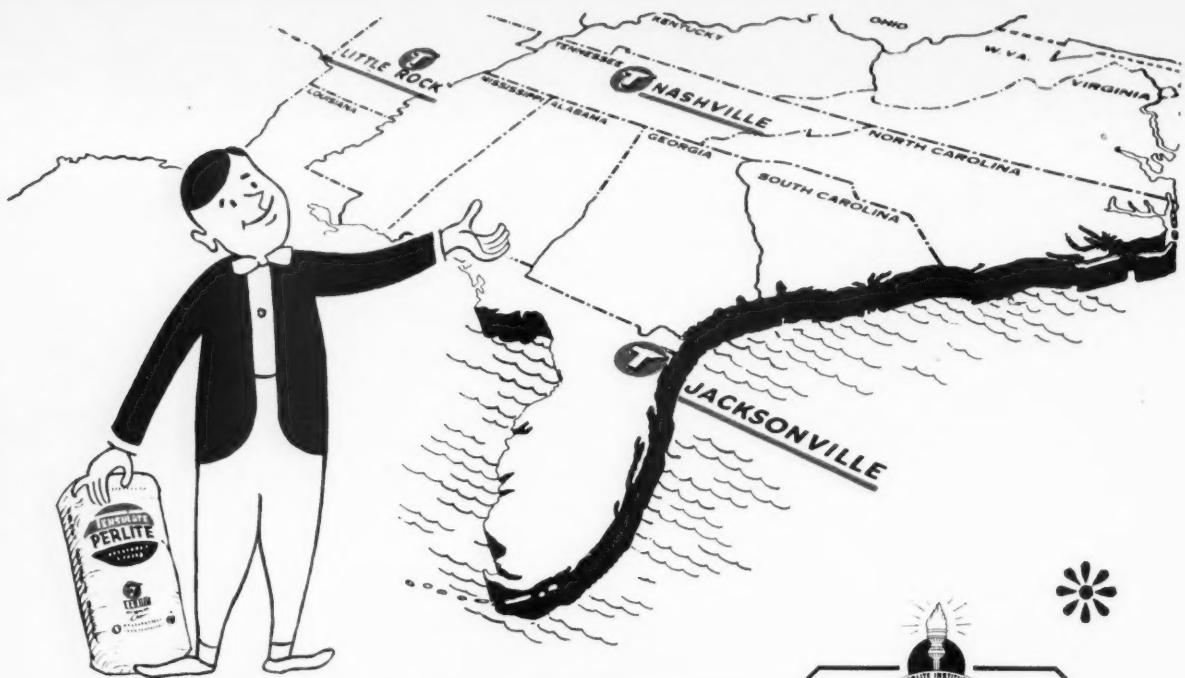
Please have Weldwood salesman contact me

Please send me full details about Easi-Bild Patterns

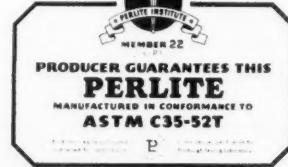
NAME.....

ADDRESS.....

CITY..... STATE.....



## TENSULATE PERLITE



# Serving the South with 3 Plants

\*Certified Tensulate Perlite, lightweight plaster and concrete aggregate, is a two-way profit builder for you. One grade for both applications means less stock—easy warehousing.

Build sales—Build profits . . . Handle only the highest quality lightweight aggregate—\*Certified Tensulate Perlite.

Also from TENNESSEE—Tensulate Mineral Wool Insulation in standard sizes of batts and granulated form.

\* Certified by an independent laboratory as meeting ASTM C35-52T specifications for plaster aggregate.



**TENNESSEE**  
PRODUCTS & CHEMICAL

*Corporation*

NASHVILLE, TENNESSEE

# Builders and Homeowners Want This feature



## ALUMINUM AWNING WINDOWS

Ualco's is the only "strip-proof" operator Aluminum Awning Window on the market . . . an exclusive! With the turn of the operator handle . . . one operation only . . . the built-in cam-lock torsion bar unlocks, opens, closes and locks the ventilators. For partial ventilation the bottom vent opens while top vents remain closed. All stripping of gears, through failure to unlock window before opening, is eliminated.

Wide warehousing and wholesale distribution assures quick delivery . . . keeps inventory at minimum.



### A FEW OF MANY OTHER FEATURES:

All Vents Open More Than 70 degrees . . . Top Vent Lowers About 4 Inches To Permit Easy Cleaning From Inside . . . Vents Actuated On Both Sides For "Finger-Tip" Operation, Automatically Lock In Any Position . . . Completely Weatherstripped . . . Integral Fin Completely Surrounds Window . . . Jiffy-Quick Sill Clips Help To Assure Easy Installation . . . Frame Is of Heavier Extruded Aluminum, Sturdy, More Rigid.



### WORLD'S LARGEST MANUFACTURER OF ALUMINUM WINDOWS

UNION ALUMINUM COMPANY, INC.  
SOUTHERN SASH SALES & SUPPLY CO.,  
SHEFFIELD, ALABAMA

Mail This  
Coupon  
Now!  
Don't Wait!  
Be A  
Ualco  
Dealer!

UNION ALUMINUM COMPANY, INC., Dept. SBS  
SOUTHERN SASH SALES & SUPPLY CO.  
Sheffield, Alabama

Gentlemen:  
Please rush technical data and prices.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## "Cumberland Masonry Cement is outstanding..."

Says MR. W. E. DALE  
owner, DALE CONSTRUCTION CO.  
MORGANTON, NORTH CAROLINA



Nurses' Home, North Carolina State Hospital, Morganton, N.C.; Walter Hook and Associates, Charlotte, N.C., Architect; W. E. Dale Construction Co., Morganton, N.C., Contractor; Dale Feed and Coal Company, Morganton, N.C., Masonry Cement Dealer.

"More and more people are asking for a masonry cement which is light and stays light for years. The masonry cement which I recommend is Cumberland."

More and more architects, contractors and masons throughout the South are recognizing

that Cumberland is the outstanding masonry cement. It's outstanding for its beautiful light color . . . and for tighter, longer lasting joints.

Yes, in every way, Cumberland is the *quality* masonry cement. Try it on *your* next job . . . it will serve you better in every way.

**Cumberland**  
PORTLAND CEMENT COMPANY  
Chattanooga Bank Building • • Chattanooga 2, Tennessee  
Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

# They get a lot of pleasure **EVERY** day from THE NEW "Kind-to-Women" **WINDOW**



Nothing could be easier than washing E-Z-VENT from the INSIDE.

## Convert these **E-Z-VENT** Features into ready PROFITS

Streamlined — Smart — Attractive

- Aluminum Hardware, Concealed (Operating Arm Steel)

- Easy, Fool Proof Operation

- All-weather Ventilation

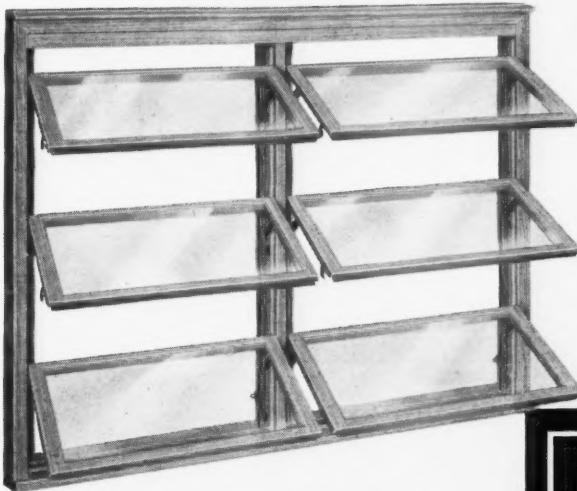
- Locks Securely, Weather-Tight

- Completely Weatherstripped

- Easy, Quick, Money-Saving Installation

- Glazed Plain Glass Bedded in Putty

- Made for Thermopane or Twindow



Open and Close with finger-tip ease by turning the convenient crank.

**THRIFT-E-Z-VENT**  
WOOD AWNING WINDOW UNIT  
With All-Aluminum Inside Screen

## CONSTRUCTION FEATURES

SASH are  $1\frac{3}{4}$ " thick, glazed plain glass bedded in putty or open for Twindow or Thermopane. FRAME — Extra wide casings for ample nailing. HARDWARE — Aluminum, no cross operating shaft. No exposed hardware on outside when sash are closed. SCREEN — Aluminum.

The popularity of E-Z-VENT rests on the fact that **EVERY** desirable window feature has been built into these superb awning units. TWINS, TRIPLES and QUADRUPLES have one continuous piece Head Casing, Drip Cap, and Main Sill — Streamlined Mullions.

## THEY FIT EVERY STANDARD WALL

E-Z-VENTS are so designed that they are readily adaptable to FRAME — BRICK VENEER or MASONRY WALLS. Built strong — of Ponderosa Pine — Toxic Treated for Long Life.

**Thrif-T**  
America's  
Most  
Distinguished  
WOODWORK  
for the HOME

DECORATOR DOORS  
RANCHO & ROSETA

•  
Thrif-T WEATHERSTRIPPED  
WINDOW UNITS

•  
Thrif-T CASEMENT UNITS

•  
Thrif-T PICTURE WINDOW  
UNITS

•  
Thrif-T RIBBON UNITS

Thrif-T BASEMENT UNIT

•  
Thrif-T RANCH TYPE TRIM

•  
"4 in 1" ENTRANCE FRAME

•  
"10 in 1" ENTRANCE FRAME

•  
No. 1332 ATTIC LOUVRE

•  
MT. VERNON MANTEL

Thrif-T "8 in 1" MANTEL

•  
No. 960-R CORNER  
CHINA CASE

•  
Thrif-T WARDROBE

•  
E-Z-UP OVERHEAD  
GARAGE DOOR UNITS  
8-0 and 9-0 OPENINGS  
(Tip Up and Sectional)

•  
Thrif-T DISAPPEARING STAIRS

Write for Name of Nearest Jobber • Complete Information on Request

# ROACH & MUSSER COMPANY

MUSCATINE, IOWA

Manufacturers of Thrif-T Woodwork for the Home

OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



"Sticking" for  
uniform air  
drying

# NOYO QUALITY CONTROLLED REDWOOD

Up, up, up goes  
Noyo Quality Control  
for air drying.

## AIR SEASONING

After Noyo Redwood is sawn, edged, trimmed, sorted, and graded, it is transported from the "green chain" to the air yard for "sticking" and seasoning. In placing the "spacers" between the boards, care is taken to keep the spacing uniform and in even tiers for maximum air circulation.

Then the lift trucks place the packages of "stuck" lumber in uniformly placed stacks that provide for maximum air circulation and another step in Noyo Quality Control is underway.



SAN FRANCISCO  
620 Market St.  
SUtter 1-6170

LOS ANGELES  
117 W. 9th Street  
TRinity 2282

CHICAGO  
228 N. LaSalle St.  
CEntral 6-1172

- Sawn, edged and trimmed to produce the best out of the log.
- Inspected and graded for consistent, dependable, uniform quality.
- Scientifically seasoned to meet specifications called for.
- Surfaced and run to pattern by unexcelled planing facilities.
- C.R.A. grade-marked, assembled and shipped to you under careful scrutiny to insure satisfied customers.

NEW YORK  
2735 Grand Cent. Term.  
MUrray Hill 9-5189

### REGIONAL SALES REPRESENTATIVES

In order to provide prompt, efficient "on the job" service, Union Lumber Company maintains carefully selected and trained sales representatives across the nation. Consult your local directory or write to our nearest office.

**UNION LUMBER COMPANY**  
TREE FARMERS AND MANUFACTURERS  
FORT BRAGG CALIFORNIA

Member: California  
Redwood Association



# a challenge!

WE CAN **PROVE** YOU'LL GET  
**80%**  
**OF YOUR PAINT SALES WITH**  
**JUST THESE 4 PRODUCTS**



Authentic dealers' reports definitely prove that LUCAS HOUSE PAINT, SUPER KEM-TONE, KEM-GLO and LUCAS FLOOR-LIFE can account for as much as 80% of your entire paint volume.

These "BIG-4" paint products are extensively advertised together, both nationally and locally, to pre-sell customers.

But the "BIG-4" paint products is just part of the Lucas story, for John Lucas and Company has been manufacturing a complete line of trade sales, commercial, industrial and marine paint products for 104 years!

## ATTENTION JOBBERS!

A few desirable (and protected) Lucas jobber franchises are available in some southwestern territories. If you are interested, please write Ralph F. Harter, General Sales Manager, for local appointment.



JOHN LUCAS & CO., INC. • 1617 PENNSYLVANIA BOULEVARD • PHILADELPHIA 3, PA.

OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



## "EVERYTHING HINGES ON HAGER!\*

**FREE!** If you enjoyed laughing at Herb Brammeier's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
Founded 1849 — Every Hager Hinge Swings on 100 Years of Experience



\*®

APMI  
QUALITY PLYWOOD  
*Begins  
Here*



*and it's  
sold here*

This "peeler" log was once part of a giant Douglas fir that grew in Oregon's rich rain forests.

It is shown here in an Associated mill at the beginning of its transition from raw log to finished product. At the end of the manufacturing line it is excellent plywood, trademarked and trademarked in a double guarantee of quality.

For more than 30 years APMI has been making plywood from fine timber, in modern mills equipped with the best of machinery and with hundreds of skilled workmen.

This plywood is shipped to major building and distribution areas and is sold by veteran plywood men. We welcome your inquiries.



**ASSOCIATED PLYWOOD MILLS, Inc.**

GENERAL OFFICES: EUGENE, OREGON

Plywood plants at Eugene  
and Willamina, Oregon  
Lumber mill at Roseburg, Oregon

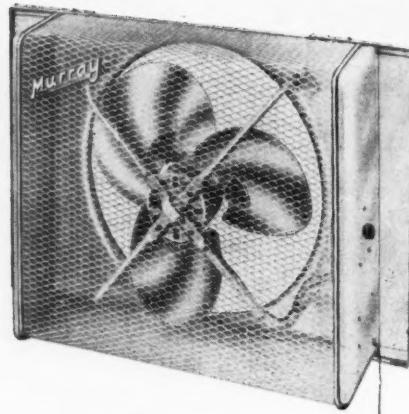
**SALES OFFICES:**

31 State Street, Boston, Mass.  
595 E. Colorado St., Pasadena, Cal.

**BRANCH SALES WAREHOUSES:**

4268 Utah St., St. Louis, Mo.  
4814 Bengal St., Dallas, Texas  
4003 Coyle St., Houston, Texas  
1026 Jay St., Charlotte, N. C.  
Worley Road, Greenville, S. C.  
925 Toland St., San Francisco, Cal.  
Eugene, Oregon  
Willamina, Oregon

Murray 20" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray 30" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



# Murray

## Kans

the line . . . with the South in mind

U

Murray fans are made in the South, with the Southern customer and the Southern dealer foremost in mind. Murray — and only Murray offers a complete line — a type of attic or window ventilating fan to fit every Southern home, every Southern pocketbook.

Murray — and only Murray — offers a complete money-back inventory guarantee to its distributors. Murray — and only Murray — offers the best product, the best advertising back-up to Southern dealers. For full information on dealer and distributor franchises and free catalog, write . . .

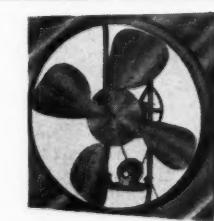
Exclusive National Sales Agents for Murray Fans

H. C. Biglin Co., Inc.  
177 Harris St., N.W.  
Atlanta, Ga.

Murray Attic Fan  
Vertical Discharge



Murray 24" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray Attic and  
Industrial Fans  
Horizontal Discharge



Murray 16" Window Fan  
Portable room-to-room

# Murray

**Company of Texas, Inc.**  
VENTILATING FAN DIVISION

• ATLANTA, GA.

Paint Sales and Profits Skyrocket with  
**MOUND CITY'S FIVE QUALITY WALL FINISHES**

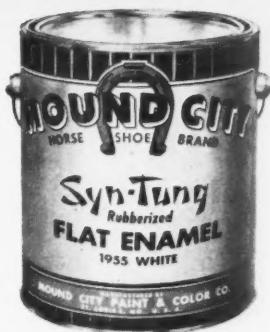
in fashion-right • decorator-designed • modern colors  
to meet every competitive need in your trade area.



NOW you can get on the bandwagon with Mound City's VELVETEX Synthetic Rubber Emulsion Interior Paint and supply the demand of customers who like the advantages of a latex finish for easy application • fast drying • quick cleaning of brushes and rollers • and a professional looking job with minimum effort.

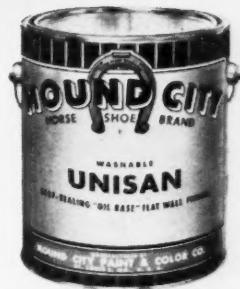
One Gallon of paste, mixed with one quart of water is sufficient to paint an average-sized room.

Beautiful modern colors in pastels and deep tones.



**Now — Super Scrubbable  
Rubberized  
SYN TUNG  
FLAT ENAMEL**

for your discriminating customers who want the best . . . a rubberized alkyd vehicle, beautifully flat, glare-free finish. Insures extra spread per gallon . . . covers most surfaces in only one coat. Has maximum scrubbability, greater durability. 14 Beautiful Decorator-Designed colors for modern color styling.



Mound City's UNISAN (Oil Base) Flat Finish and UNISAN DEEP COLOR Flat Finish, always popular favorites, in a handsome color selection designed to inspire customer preference . . . and



Mound City's SEMI GLOSS Finish, a top-quality, satin finish, intended for use with Unisan Flat Finish Colors for matching walls and woodwork.

**SOLD ONLY THROUGH DEALERS** : . . . . .  
**NO COMPANY OWNED STORES** : . . . . .

**MOUND CITY**  
**PAINT AND COLOR COMPANY**

202 SOUTH NINTH ST., ST. LOUIS 2, MO.

SAINT LOUIS • LITTLE ROCK • DALLAS : . . .

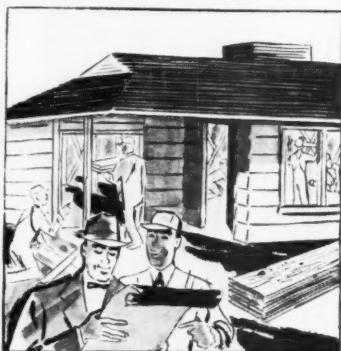
Write for Details Today on this  
Business-Building—Profit-Making  
Combination.

Name \_\_\_\_\_

Address \_\_\_\_\_

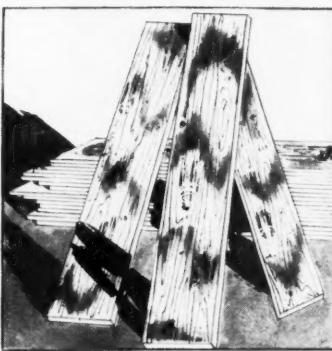
# WHY *Engelmann* IS THE One SPRUCE THAT BUILDS 3-ways BETTER!

"No matter how you saw it," some folks have thought, "spruce is still spruce." But that's just where the difference in spruce begins to show up—in the sawing. In North Idaho Engelmann Spruce, nature and man have combined to produce a new wood, a wood that builds 3-ways better . . . stronger and more durable, handsome as a wood can be, easy to work for cabinets and furniture. Nature began it by providing the ideal climate and soil in North Idaho to grow a better spruce. Exact milling, scientific kiln-drying and better planing have completed the job to bring you a uniform product, superior for every use.



## EXTRA DURABLE FOR EXTERIORS

Light in weight, yet it is 10 to 20% stronger than Ponderosa. Kiln-dried for uniform quality.



## EXTRA HANDSOME FOR INTERIORS

Pale, off-white in color, it is fine-grained and has a uniform texture. Free from pitch and resin.



## EASY-TO-WORK FOR CABINETS, FURNITURE

This new wood handles well and does not split in nailing. Ideal for cabinet work, or millwork.

## INSIST ON NORTH IDAHO KILN-DRYED ENGELMANN SPRUCE

There are several varieties of spruce but there's only one North Idaho Engelmann Spruce. And this is not just another spruce. It's the new and different wood cut from the finest stands of Engelmann Spruce in the West. It's not just air-dried, it's kiln-dried, using controlled methods of pre-steaming to insure absolute

uniformity and a continuing supply at all times. It is not a seasonal product—plants are in operation the year round. Be sure to insist on NORTH IDAHO Engelmann Spruce—specify it by name to insure your customer's complete satisfaction. Ask your wholesaler about it today, or . . .

*Address Inquiries for  
Further Information to:*

**P**ACK RIVER SALES CO.

SPOKANE, WASH. P. O. BOX 64 • TELETYPE SP. 105 • TEL. MADISON 0121  
Managing Sales For  
PACK RIVER LUMBER CO. NORTHWEST TIMBER CO. THOMPSON FALLS LUMBER CO.  
Sandpoint, Idaho Gibbs, Idaho Thompson Falls, Mont.



# HELPFUL Booklets FREE

**12. Installment Financing.** Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

**14. Ventilating Fans.** New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris St., N.W., Atlanta 3, Ga.

**18. Exterior Plywood.** "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

**26. Glass for Construction.** Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

**28. Protective Paper.** Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

**32. Thrif-T Woodwork.** Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for

windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

**36. Builders Hardware.** New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

**40. Ideal Millwork.** Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

**42. Thresholds.** Twelve types of aluminum thresholds available. Aluminum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corp., 921 Rayner St., Memphis, Tenn.

**44. Material-Handling Equipment.** A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

**46. Hollow-Core Doors.** Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

**48. Asphalt Shingles.** A new four-color folder for consumer distribution shows the interlocking wind-proof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Co., 500 Fifth Ave., N. Y. 18, N. Y.

**50. SSIRCO Building Products.** Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

**60. Clay Pipe and Specialties.** Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Co., Milledgeville, Ga.

**64. Masonry Cement.** Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Co., Chattanooga Bank Bldg., Chattanooga 2, Tenn.

**66. Plastic-Finished Panels.** A new 8-page, full-color catalog shows Marlite plastic-finished wall and ceiling panels and other Marsh products. It shows solid colors in various colors and scorings, plus the variety of wood and marble finishes. Marsh Wall Products, Inc., Dover, Ohio.

(Continued on page 23)

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

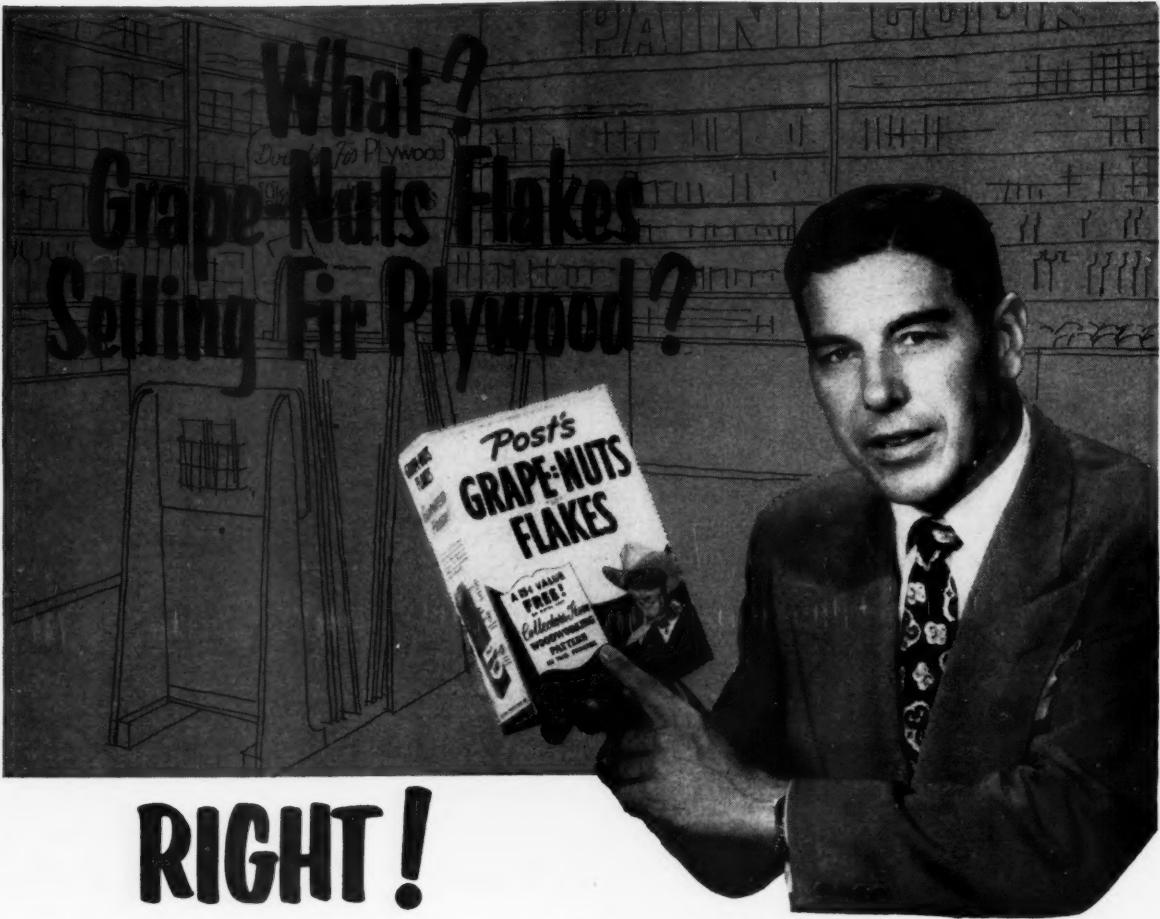
Address \_\_\_\_\_

City & State \_\_\_\_\_

October, 1953

Circle numbers below. Bulletins and catalogs will be mailed promptly.

12	14	18	26	28
32	36	40	42	44
46	48	50	60	64
66	76	86	88	96
98	100	102	106	118
126	132	144	148	150
152	154	158	160	162
164	166	168	170	172
201	203	205	209	211
213	215	217	223	225
227	229	231	239	243
245	249	253	255	257
259	261	263	265	267
269				



# RIGHT!

**Fir plywood patterns in 6 million packages — featured on national TV and Radio to create new sales for you!**

*... but you've got to feature fir plywood handy panels\* to really cash-in. And you must have adequate stocks.*

Here's how this great new campaign works for you: Fir plywood has teamed up with *Grape Nuts Flakes* to give you a heaping big portion of the "do-it-yourself" market. Starting next month, every box of *Grape Nuts Flakes* will contain a new pattern-plan for one of six brand new fir plywood *handy panel* homecraft projects.

And just look at the powerful promotion being used to help build sales for you. Over 100,000 grocers will feature *Grape Nuts Flakes* and the plywood patterns with colorful displays. The "do-it-yourself with fir plywood" idea will be sold to millions on the national Roy Rogers *Grape Nuts Flakes* radio and TV show. Plus, of course, the 6 million buyers who get the fir plywood sales story on the patterns inside each package.

## Get your share of the easy sales!

**Get on the  
HANDY PANEL  
bandwagon  
today!**

\*

*Fir plywood handy panels are featured on every pattern. Handy panels are top-quality DFPA-Inspected fir plywood in small sizes. See your regular plywood supplier or write Douglas Fir Plywood Association, Tacoma 2, Washington, for details.*



## BE SURE! INSIST ON DFPA-QUALITY TESTED FIR PLYWOOD

**243. Prefinished Wallpanels.** "The Interior of Your Home Will Sparkle with Amerwood" is a new full-color folder showing attractive interior uses of Amerwood pre-finished paneling. It lists widths, lengths, colors, and describes finishing process. Southwood Corp., P. O. Box 391, Fort Worth, Tex.

**245. Building Papers.** Handy sample swatch book shows complete line of Leatherback Building Papers. Also will enclose bulletin on Federal Specification for Building Papers and the Type and Class each Leatherback Product meets. Protective Papers, Inc., Union, Illinois.

**249. Baked Finish Wallboard Panels.** Five new color folders showing use of Wallace Wallboard Products. Two folders show Wal-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

**253. Storm and Screen Door Hardware.** Catalog also featuring Plated and Stainless Steel and Brass Hinges; Push-Pull Latches; Idealox and Idealatches; 10-year Guaranteed, Self-Lubricating Screen and Storm Door Closer; Chain Door Stops; Snap-On Sash Lifts; "Quiki" Stainless Steel Window Controls; Friction Stays; Screen Hangers. Ideal Brass Works, Inc., 250 E. 5th St., St.

Paul 5, Minn.

**255. Disappearing Attic Stairway.** A colorful folder shows with sketches and descriptive copy how Slide-A-Fold disappearing attic stairways slide out of the way when not in use. It includes installation information and specifications. Another descriptive sheet lists the advantages of the Fold-A-Stair attic stairway, that folds back up into the attic out of sight. Craig Wood Products Co., Brennan Rd., Columbus, Ga.

**257. Paint Survey Booklet.** The average Paint Department can handle 80% of its total consumer demand with only 4 products. These are the 4 biggest selling products in America. Write for free Survey Booklet which explains this phenomenal big volume-profit story. John Lucas and Company, 1617 Pennsylvania Boulevard, Philadelphia 3, Pa.

**259. Attic Stairway.** New catalog sheet gives complete data on Century Safety Fold attic stairway. It shows the stairway both down and folded into the attic opening. Selling features are listed. Century Manufacturing Co., 410-20 North Waldron, Memphis, Tenn.

**261. Aluminum Windows and Doors.** Winter Seal aluminum combination screen doors are described in a new folder that is cut out in the shape of a house. In full color, it opens up to picture only the door of the house and to list its many advantages. Another three-color folder describes Winter Seal aluminum combination windows in double-hung, casement,

and basement styles. Winter Seal Corp., 14575 Meyers Rd., Detroit 27, Mich.

**263. Latex Wall Finish.** Colorful booklet on custom color service from a basic white stock at point of sale. Color service involves no extra cost to dealer or consumer. Patterned after Seidlitz' patented Multitint process for marketing a full color range in eleven oil base products with no color investment. Seidlitz Paint & Varnish Co., P. O. Box 37, Kansas City 10, Mo.

**265. North Idaho Spruce.** Illustrated literature, specifications and finishing instructions for North Idaho Engelmann Spruce, the scientifically kiln-dried improved spruce that makes an ideal wood for interiors, furniture, cabinets and exteriors. Pack River Sales Co., P. O. Box 64, Spokane, Wash.

**267. Brass Hardware.** Loose-leaf catalog pictures, describes, and prices the Ideal line of brass hardware. It covers butts and hinges, one-bore latches, barn door latches, cabinet latches, sash adjusters, sash holders, picket gate hardware, and related items. Ideal Brass Works, Inc., 250 East Fifth Street, St. Paul 1, Minn.

**269. Masonry Paint.** A full-color folder holds color chips of 38 shades of White Circle Pylon masonry paint, made with Goodyear Pliolite S-5, a new ingredient that insures chemical and moisture resistance. The copy explains that hundreds of tints are available by mixing the 10 original colors. Southern Coatings and Chemical Co., Sumter, S. C.

## "METAL CRAFTERS" —TRADE MARK—

on Ornamental Railings and Columns  
has the same significance as

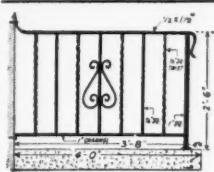
TIFFANY  
with Jewelry

and

CADILLAC  
with Automobiles

Various sizes carried in stock for immediate delivery. Made-to-order Railings given prompt attention. It makes no difference where you are located, all of our products are shipped to you prepaid. Distance from source of supply incurs no penalty. Please use the handy COUPON.

Use this Coupon



METAL CRAFTERS . . . Railing Specialists  
Post Office Box 830 . . . Cedar Rapids, Iowa

Send us your new Catalog with prices and Dealer discounts . . .

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City & State \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

(In CANADA: Ramson Metal Crafters, Ltd., 1558 Howard Ave., Windsor, Ontario, Canada)

# "Mortar as it oughta be!"

**-SAID THE MASONS ON  
NEW WEST TEXAS DELUXE MOTEL**

● "Here's a mortar that makes *sense* . . . you can *see* the difference in the mortar box, *feel* the difference on the trowel . . . it's mortar as mortar ought to be." Ask the Masons on West Texas's newest deluxe motel, The Triple-D, at Midland. Here is how **ONE STAR MASONRY CEMENT** helps assure quality, speed and economy:

**QUALITY ASSURANCE:** One standardized, ready-to-use cementing material, instead of two—mortar that's uniform from batch to batch;

**REAL ECONOMY:** One less cementing material to handle . . . no lime or Portland cement to add . . . no soaking or slaking;

**SAVES LABOR:** More plastic mortar, stays plastic longer . . . works faster and easier . . . tools easier, more courses at a time . . . neater finished work;

**SATISFIED CUSTOMERS:** Soundness, low absorption, high water repellency . . . durable, weather-resistant walls . . . owner satisfaction.

Made to exacting Lone Star standards, under rigid laboratory control at every stage of production, it sure makes "Mortar as mortar ought to be." Write for new Masonry Booklet—address Lone Star Cement Corporation, 100 Park Avenue, New York 17, or nearest Lone Star office, below.



**TRIPLE "D" MOTEL**, Midland, Texas  
Owners & Builders: **DODSON BROS.**, Wichita Falls

Ready-Mix Lone Star Concrete  
for Foundations, Floor Slabs, Driveways:  
**PANNELL BROS.**, Midland

55,000 Concrete Masonry Units  
made with Lone Star Air-Entraining Cement by  
**TEXAS CONCRETE BLOCK CO.**, Midland  
who also supplied Lone Star Masonry Cement



## **LONE STAR CEMENT CORPORATION**

Offices: ABILENE, TEX. • ALBANY, N.Y. • BETHLEHEM, PA. • BIRMINGHAM  
BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLIS  
KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORFOLK  
PHILADELPHIA • RICHMOND • ST. LOUIS • WASHINGTON, D.C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST  
CEMENT PRODUCERS: 18 MODERN MILLS, 129,000,000 SACKS ANNUAL CAPACITY

AFTER LEARNING how easy and simple it is to buy a new home through Bailey's Lumber Yards in Miami, this man happily signs a contract in the office and presence of Harry Lawson, general manager. This dealer finances own paper, draws up house plans, selects contractor, and supervises job for moderate down-payment and monthly mortgage terms.



**Sales and profits  
boosted with**

## **OWN 'Packaged Financing' PLAN**

WITH THEIR OWN "packaged financing" plan for new home and modernization contracts, Bailey's Lumber Yards in Miami, Florida, have increased their sales of building materials about 25 per cent in the past five years . . . and their profits in proportion.

Now over 30 per cent of Bailey's gross business is self-financed for over 30 days. According to General Manager Harry Lawson, it requires about 15 per cent more capital than normally needed by a dealer to initiate as many contracts as will cover one-third of the gross sales.

A moderate charge is made for the financing service, whether the notes are retained or re-sold to a bank or other loan institution, since the yard routinely supervises all jobs to a satisfactory completion. The specialized planning and advice for homebuyers is ostensi-

bly "thrown in" on the deal. But, in the course of a year, a satisfactory profit is realized on the standard financing charges alone—not to mention profits on the larger material sales!

Lawson, former president of the Florida Lumber and Millwork Association, asserts that the packaged

financing plan is not only the Bailey Lumber Yards' biggest single business getter, but also their best advertising promotion. For the buyer, the Bailey system takes all possible uncertainty out of building and paying for a home or for home improvements. For the (See PACKAGED FINANCING page 114)



RADIO SPOTS bring in the prospects for new homes and for home improvements at Bailey's in Florida. At left, this man is aided by shirted Pete Bailey in selection of prefabricated wall panels for his bathroom modernization. Above, a housewife is gleeful when she learns how completely this lumber dealer accommodates families wanting to build new homes. She called back later with husband to complete a contract for "packaged financing" and a "turnkey job."

**In town of 4,800  
this 45-year-old firm  
builds volume with a**



# Builders DEPARTMENT STORE

**HUNDREDS** of dealers throughout the South call their establishments "the department store of building materials," but few justify this slogan as clearly as does the Builders Supply Company in Lancaster, South Carolina. The photographs on these pages easily substantiate this firm's claim.

Although the Builders Supply Company has been serving the building trade in the Lancaster area since 1908, there is nothing old or "seedy" about its way of merchandising a varied line of building products.

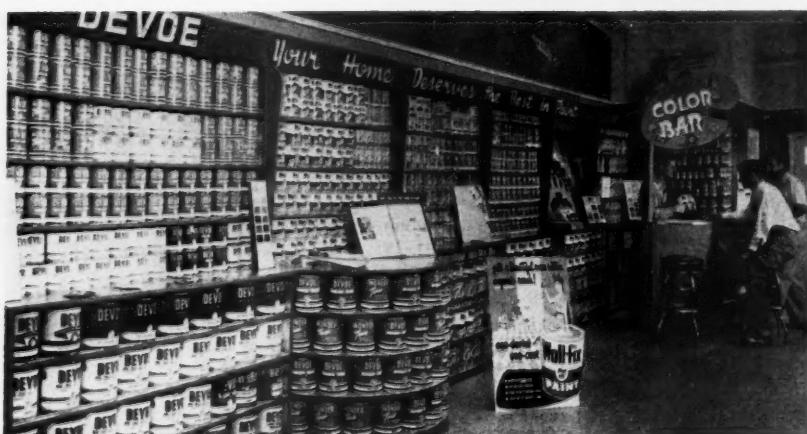
A third generation in the operation of this dealership, C. D. Gregory Jr., the treasurer and general manager, was largely responsible for the remodeling and modernization of the store area last spring. He admits that he was inspired and got his ideas for many details while attending the 1952 30-day course on building material distribution at the Georgia Institute of Technology in Atlanta.

With modern materials, Gregory had the front end of the old ware-

house-office building remodeled into a display and sales room that is 100 feet long and 25 deep. The vaulted ceiling allowed demonstration panels of the plywoods, lumber, and insulating planks this dealer recommends. The row of heavy, old wood columns in the center are used to position and flank floor displays and point-of-purchase dispensers.

Along the rear wall are inviting "departments" that include a built-in kitchen of cabinets and appliances, a lounge and home-planning center, a gardeners' center, a wallpaper section, and the huge paint department complete with modern color bar.

Along the front wall are located a wall and roof material display, home shop tool bar, self-order



IT'S EASY for customers to compare roofing, siding, and insulating materials at the Builders Supply Company in Lancaster, S. C. The factory-furnished portable displays, above, permit quick choices. The paint department in this modern store, shown at left, contains over 500 different color choices in two advertised brands. The color bar makes selections simple. This store is air-conditioned, has fluorescent and natural lighting.



MECHANICS and homeowners alike appreciate the convenience of the "Self Order Service" department. At left, Manager C. D. Gregory Jr., facing camera, helps a builder select some metal accessories. The lumber, molding, and other materials "sampled" on this board are named and priced for quick selection. The most popular department in the new Lancaster store is the lounge and home-planning center, shown below. Down the line are the garden center and wallpaper department. A home decorator, Mrs. Laura Green, assists customers with their plans and selections of wallpaper and paints, as shown on our cover this month.

service for building materials, door display, and ornamental iron department.

Customers seem especially to like the self order service, which permits quick product comparisons.

Since the late-April formal opening of this store, Gregory reports, store traffic has tripled and sales have increased 25 per cent over

sales for the 1952 summer season. He expects business to grow as more people heed the newspaper and radio invitations to come here for building supplies.

Since remodeling the store, ventilating fans, air-conditioners, hand and work shop tools, asphalt floor tile, garden tools, Kitchen Maid kitchen cabinets, two lines of

wallpaper, and ornamental iron have been added to round out the profitable lines sold.

The Builders Supply Company manufactures and sells ice and lumber, and retails coal. The store-warehouse, ice plant, and coal yard are all grouped together on the edge of the business district, beside a railroad.



ROBERT C. CARDEN Jr., president of the Potomac Supply Corporation in Kinsale, Va., is presented the certificate for "Outstanding Achievement in Public Relations" as one of 10 national winners in the 1953 NRLDA Public Relations Contest. Congratulating Carden at a meeting of the Virginia dealer association executive committee is William Neff, left, president.

## Virginia dealer proves it pays to

# BUILD YOUR COMMUNITY!

**GOOD CITIZENSHIP** pays off . . . particularly if it is aimed at building up one's community and making its residents more self-reliant. Because Robert C. Carden Jr. and the Potomac Supply Corporation, of which he is president in Kinsale, Virginia, did just that and sincerely reported the facts, this dealership was one of the 10 national winners in the 1953 Public Relations Contest of the National Retail Lumber Dealers Association!

Kinsale, across the Potomac river from the eastern tip of Maryland, is in Westmoreland county. So is the small rural community of Cople, with its population of less than 1,200, in whose behalf the Carden firm exercised such meritorious public relations.

The projects involved the first fire and civic center for the Cople district, and a new recreation center for the Cople school. Both were conceived, financed, and constructed through the efforts of the local citizenry, and without any Federal or state aid.

Through a firm interest in the welfare of the community with particular interest in the schools, Dealer Carden has served for the past two years as president of the Cople Parent-Teachers Association. During this time it was recognized that the recreation equipment and facilities in the rural schools were badly lacking. The PTA determined to build and equip a 70-by-90-foot gymnasium and recreation center through community enterprise, even though it appeared that it could be financed and built by

Federal and state agencies within several years, after more urgent public buildings were provided.

Here's the way the *Richmond Times-Dispatch* commented on the project, under the heading of "School Patrons Build Their Own Gym":

"The Cople folk didn't want to wait to get something they felt was badly needed, so they decided to finance the undertaking themselves. They are erecting the gymnasium building on a pay-as-you-build basis, and so far have collected about \$14,000 through dinners, dances, 'game parties,' and other fund-raising activities.

"The building is expected to cost \$18,000 when completed. Thanks to donations of services and the purchase of material at cost, this total is far below the amount that would be required for the center if the project were being handled on the usual business basis."

The Potomac Supply Corporation, lumber manufacturers and building material dealers, rendered these services to this community recreation project:

1. Prepared all plans and estimates for the building at no cost.
2. Supplied whatever materials that were asked of them at actual cost.
3. Donated funds for the building.
4. Loaned trucks to haul scrap paper for fund-raising at no charge.
5. Contacted suppliers and secured donations and merchandise for bingo parties to the extent of more than \$1,000.

6. Let their stenographers write some 300 letters at no charge, requesting donations.

Yet, through all this, the Potomac company's name was not used.

The same was true with the other Cople project—the construction of the community's first fire department and civic center. Carden served as president of the Cople District Fire and Civic Center.

During his administration, the two-story brick fire house and civic center was built. Plans were drawn up free by the Potomac Supply Corporation. Materials were supplied at cost. The firm's delivery trucks, concrete mixer, floor sander, and other equipment were loaned without cost.

The firm's manager, Harry S. Muller, served on the Building Committee for this project. Individual employees donated hundreds of hours of labor in the construction of this center, too.

Both projects have gone on in the small rural community of Cople, which is in the immediate trading area of the Potomac Supply Corporation.

## "Seats" Governors

When the governors of 48 states assembled in Seattle early in August for their 45th annual conference, they received a large carton of Washington products.

The largest carton presented to each governor was a Long-Bell lawn chair, to be assembled, so that they might "enjoy a hobby with wood."



**For classy  
interiors, sell 'em**

# *Brushed PLYWOOD*



**MORE POPULAR**, even than the much-heralded three-dimensional movies has become brushed plywood since it was put on the market by several manufacturers two short years ago.

To paraphrase the ad copy of one maker, when architects see brushed plywood they see ideas. When builders see it they see sales. And when prospects see it they buy it—whether it be installed in a new or remodeled home, or is sought to panel a room, a wall, or a furniture built-in.

Because of the sales potential of this "etched" plywood, aggressive dealers will brush up on its versatility, application, and profitability as a material for paneling the interiors of homes, offices, and other buildings.

There are several types and brands of these brushed — three-dimensional — plywood panels. Manufacturers have named them Sea Swirl, Surfwood, Wedgewood, Etchwood, and Shadowood, to convey their appearance. This is likened unto "the tideprints in the sand," "the tide-like contours of

the grain," and "the feathery grain" and "woodsy appearance" of the wood.

In general, such plywood panels are all produced through some type of brushing operation, although some are brushed or "etched" deeper than others. This brushes out the summer or soft wood and leaves

the hard winter wood, which is durable and distinctive in its pattern.

Most of these panels are made from Douglas fir plywood, but Wedgewood is fashioned out of selected Western Upland hemlock. They come in standard 4x8-foot (See BRUSHED PLYWOOD page 99)





## SUBURBAN HAVEN for 'Handyman'

**THE MODERN STORE** of the Lester Lumber and Supply Yard in Shreveport, Louisiana, is a profitable family affair in two ways:

1. It caters to the repair and improvement needs of families owning homes in the Lakeshore Drive section of this bustling Louisiana city.

2. It is owned and operated by Mr. and Mrs. Harlan F. Lester, with the aid of just two helpers — a Negro truckdriver and yardman!

Lester first opened the Lakeshore Lumber Company, diagonally across the road at a two-road intersection. Because it was not as accessible for residents homebound from Shreveport jobs, he built a small yard in 1948 on the right side of Lakeshore Drive. It consisted of two sheet-metal surfaced buildings — a lumber shed and warehouse, with office in front.

Last year, after much planning,

the Lesters built a 42-by-30-foot store in front of the warehouse.

Six months after this new store was opened with a few new

lines, sales were up 29 per cent. How about deliveries? "No increase at all," Lester explained. "It's all profitable drop-in trade!"



**THE PAINT** department in this suburban building supply store is the most popular—and profitable — week after week. Mrs. Harlan Lester is the "decorating specialist" who helps housewives and men select the right kinds and colors for their needs. Accessories are "right at hand" for related sales. The Lester store has materials, housewares, and home supplies grouped in inviting factory-furnished displays or open-top island fixtures. At left, Dealer Lester straightens a wallpanel display.

**To clinch more sales**

# USE HUMAN TENSIONS

**FOR MANY YEARS** we have looked upon selling as an aggressive act. The salesman found somebody to sell and put on the pressure. This technique was so universal that when customers outnumbered products the pressure was relieved and the seller's market took over.

Now that we must sell again, most of our sales personnel is so habituated to the seller's market that they face selling with complete confusion and, in many cases, with actual fear and uncertainty. Are we to go back again to the philosophy that selling means compelling someone with money to take our merchandise in exchange for cash?

The trouble with pressure selling — and most of our selling is that, even if we don't think so — is that it is a continuous process of effort. If you pressure a sale today, you must pressure another tomorrow even if you are dealing with the same customer. If you pressure enough sales, folks will call you successful no matter what your customers call you. It's not a secure position to be in, yet so much of our business today is exactly in that state, perched on the precipice ready to fall the moment we take our eyes off of it.

Cigarettes offer a good example. Millions have been spent selling cigarettes by pressure methods, high and low. With millions of people smoking, wouldn't you think it possible to stop advertising for a while? They don't dare take the pressure off, for fear sales would drop. And they would. It's like balancing a ball on top of a fountain of water. Turn off the water and the ball drops to earth!

Then, if pressure selling is so insecure, what other kind is there? The kind we did during the war and following years, when people wanted things and we supplied them. Even then, artificial hungers were developed, selling was being done constantly. We were never

This unique Sales Technique by  
**JAY ARCHER KISS**, sales and management  
consultant, can help any salesman  
sell more with less effort

completely out of things. Folks learned to want, and when you find that they do not want, you create wants and that creates business. We can not duplicate war-time shortages but we can use the same basic methods.

Here's how:

Instead of offering a product positively, discussing its merits, its qualities, etc., and then urging the customer to see and to buy — let's work on the customer instead of the product. If people buy always the best, who buys the poorest product? No, they do not buy the best; they buy the one which fits most perfectly into their lives, as they see it at the moment. There-

fore, it is fitting the needs which makes bigger sales possible now that we have an abundance of merchandise and an over-abundance of claims by sellers.

And now we come to the basic principle of selling that will succeed today: It is a matter of building sales upon tensions — creating tensions, magnifying tensions, recalling tensions, and in every way developing a situation that will produce wants for our product.

If you're curious as to which comes first, the product or the want, I'll tell you it's the want. Then why make a product and go looking for someone to buy it?

(See HUMAN TENSIONS page 100)



"It is not necessary to stay crowded in your small house, Mrs. Jones. We can add an extra room and arrange for you to pay for it with small monthly payments."

# John Egan Is New Hoo-Hoo Snark; Growth, Expansion Aired at Conclave

STEADY GROWTH in the membership, resources, and activities of the International Concatenated Order of Hoo-Hoo was reported at the lumbermen's 62nd annual convention as the Cats returned to Minneapolis, Minn., for the first time since 1924. Twin Cities Hoo-Hoo Club No. 12 again provided exceptional hospitality and fellowship.

Present at this year's Hoo-Hoo convention in the Nicollet Hotel, September 8-11, were over 280 persons from outside Minnesota. With many local Cats in attendance from the 600-strong host club, more than 600 persons participated in the business sessions and social events.

Following the impressive embalming of the retiring Snark of the Universe, Arthur H. Geiger of Tacoma, Wash., John B. Egan, 45206, was installed in the supreme office. Egan has served for several years as vicegerent snark in Minnesota and is Northwest district manager of the Wood Conversion Co. of St. Paul.

**Four new men** were added to the Supreme Nine of Hoo-Hoo, as four were rotated off the "board of directors." Jim Turner, 45329, of Des Moines, Iowa, replaced Egan in Jurisdiction VIII. He will serve as custodian.

Luther Kerr Jr., 50898, of Memphis, Tenn., succeeded Hubert J. Lamson of New Orleans, La., in Jurisdiction IV. The bojum, he serves the states of Louisiana, Mississippi, Tennessee, and Alabama.

Charles West, 50550, of Phoenix, Ariz., replaced Alfred D. Bell Jr., in Jurisdiction VI. West is arcanoper. Ernest Hammerschmidt was succeeded in Jurisdiction II by Roy Leitch Jr., 53398, of Detroit, Mich.

Winfield B. Oldham, 42722, of Dallas, continues to head Jurisdiction VII. As supreme Hoo-Hoo this year he heads activities in Arkansas, Kansas, Missouri, Oklahoma, and Texas.

Carrying on in Jurisdiction IX, which covers all Atlantic states from Maryland south through Florida, is John H. Dolcater, 37372, of Tampa. He now is the senior Hoo-Hoo.

International Secretary Ben Springer reported 11 new clubs formed and a net increase in membership of 800 during the year through September 1.

Treasurer E. F. Fischer announced that income during the year had increased \$5,582 for a total of \$48,946. He said the fraternity's net assets totaled \$44,081.

Grand Snark Arthur Geiger urged that a Hoo-Hoo history be compiled and kept up to date and that a Wood Utilization Committee be formed.

President and Past Snark Robert J. Stalker recommended that the national office be given more secretarial help and that plans for a Hoo-Hoo

headquarters building and wood shrine be developed. Reporting as a special committee of one, Lynn Boyd, Rameses 43, of Pampa, Tex., discussed prospects for such a structure and urged continuation of project plans.

**Also headed by Boyd**, the Committee on Legislation and Good of the Order made these recommendations which were approved by the assembly for consideration by the Supreme Nine:

1. The conduct of an annual meeting of club officers and national officials in each jurisdiction to stimulate Hoo-Hoo expansion and service.

2. The staging of a Reinstatement Campaign one month during the year by each club to restore inactive members.

3. Preparation and distribution of a Hoo-Hoo information leaflet to be given to new members at initiations, and to be sent to them with their membership pins.

4. Revision and expansion of the Hoo-Hoo pamphlet for Club Presidents, and full distribution of it.

5. Encouragement of lumber industry associations to give more time on their meeting or convention programs to Hoo-Hoo.

6. Formation of an Industry Project Committee to maintain close contact and collaboration with associations in the forest products industry.

7. Notification by the secretary in charge of concatenations to home clubs of men initiated into Hoo-Hoo from other sections.

**Dr. J. Alfred Hall**, director of the U. S. Forest Products Laboratory at Madison, Wis., and new Hoo-Hoo

member 59945, traced changes in the use of building materials and bright spots for the future in a luncheon speech. He was introduced by the executive vice-president of the National Retail Lumber Dealers Assn., H. R. Northup, of Washington, D. C.

Hall stressed the interdependence of forest products industries and the obligation of the lumber dealer to provide the public what it wants. He said the consumer "doesn't want scant sizes and misgraded lumber."

As chairman of the Hoo-Hoo Committee on Education, Gene Ebersole, executive vice-president of the Lumbermen's Assn. of Texas, reported that 21 colleges now offer four-year courses in building product marketing and 16 are providing 30-day training courses for lumber-yard personnel. He urged Hoo-Hoo clubs to stimulate the education of more youths in such courses by establishing scholarship funds and providing industry assistance to colleges.

Chairman Virgil G. Peterson, assistant manager of the Red Cedar Shingle Bureau, Seattle, said that Hoo-Hoo possesses two priceless things, in making the Committee on Wood Promotion report. "One is tangible—wood; the other intangible—fellowship."

Peterson urged the lumbermen to boost and promote, positively, "the unparalleled merit and quality of wood." He commended the action of the Denver Hoo-Hoo Club in pushing wood frame construction for school and other buildings.

**"Who Is On Our Side?"** was the provocative subject of a luncheon speech by George Grim, Minneapolis newspaper correspondent and teletaster. He said that this nation would be smart to leave Chiang and his Chinese Nationalists alone and try to effect a peace with the Communists in Asia.

The convention highlight for men and women alike was the bus tour through St. Paul, Bayport, and the historic St. Croix valley. At Bayport the lumber folks from all over the nation followed rough ponderosa pine lumber into the plant of the Andersen Corp. and saw it ripped, trimmed, and planed down to the smallest components and then fabricated into complete casement, gliding, double-hung, and awning-type window units.

This Andersen plant has about 11 acres (500,000 square feet) of floor space under one roof. With a capacity of approximately 2,000,000 complete window units a year, it employs some 11,000 people from Minnesota and Wisconsin on two eight-hour shifts.

The water show at the White Bear Yacht Club, the model concatenation of some 70 Kittens, the stag show of clean, network-quality acts, the dinner-dance at the Prom Ballroom in St. Paul—all gave meaning to the fellowship and social values of Hoo-Hoo membership.



John B. Egan is new Supreme Snark of Hoo-Hoo International.

# Official Program

## Southeast DEALER MANAGEMENT FORUM and

OCTOBER 22, 23, 24, 1953

## BUILDING MATERIAL SHOW

ATLANTA, GEORGIA



ATLANTA BILTMORE HOTEL

Every lumber and building material dealer in the Southeast is cordially invited to attend this convention. The program has been carefully planned to help dealers with their current problems. The exhibition of building materials will be the biggest ever held in Dixie!

# Zuber

INVITES YOU TO VISIT WITH THEM AT THE  
*Southeast Building Material Show*  
at the  
*Biltmore Hotel - Atlanta, Georgia*  
October 22-23-24, 1953

AND SEE THE SOUTH'S NEWEST IN FINE BUILDING MATERIALS

- 1 The Factory Primed Dixon Weather-Lox Window Unit
- 2 The ZUBER Beuti-Vue Panel Window Unit
- 3 The ZUBER Beuti-Vue Jalousie Door
- 4 The ZUBER Beuti-Vue Awning Window

WE WILL BE HAPPY TO SEE YOU THERE



*Zuber*  
Lumber Company

P. O. BOX 964

TELEPHONE CRESTON 6404

ATLANTA 1, GEORGIA

THE SOUTH'S OLDEST WHOLESALER AND JOBBER OF BUILDING MATERIALS

# A New Champ!

E-Z SET DOR-UNIT



## Double the Sales Impact!

DOUBLE THE PROFITS !!



*Binsy Says:*

**E-Z SET DOR-UNITS, LIKE  
AIR SEAL WINDOW UNITS,  
WILL HELP YOU DRIVE  
HOME MORE PACKAGED  
SALES... AND PROFITS!**

**A**IR SEAL WINDOW UNITS brought you increased window sales . . . helped establish the trend to pre-packaged sales! Now, from the same manufacturer, Binswanger & Co., here's news about the new E-Z SET DOR-UNIT—a completely assembled door with locks, hinges, frame and trim all in place and precision-built.

CONTRACTORS will love E-Z SET DOR-UNITS because of their many top-quality features. YOU'LL love E-Z SET DOR-UNITS because they'll open the door to more profitable door sales than you dreamed were possible.

*Get all the facts about E-Z SET DOR-UNITS  
and the wonderful AIR SEAL WINDOW UNITS  
at BOOTH 96 in the Southeast Building Ma-  
terial Show*

**BINSWANGER & CO.**  
INCORPORATED

RICHMOND, VA. COLUMBIA, S. C.

DANVILLE, VA. FAYETTEVILLE, N. C. GREENSBORO, N. C.  
FLORENCE, S. C. MACON, GA.

*Other Branches at*  
LITTLE ROCK \* MEMPHIS \* SHREVEPORT \* NEW ORLEANS \* HOUSTON  
AUSTIN \* FORT WORTH \* DALLAS \* BEAUMONT \* PORT ARTHUR \* BAYTOWN

**ON EXHIBIT: Southeast Building Material Show - BOOTH 96**



## Universal Window Systems For Your Dream House

Universal brings you another line of fine windows for that new look . . . big panels for the Modern or Contemporary house; smart windows with awning vents operated easily by Roto Hardware; weather-stripped and fitted with aluminum inside screens.

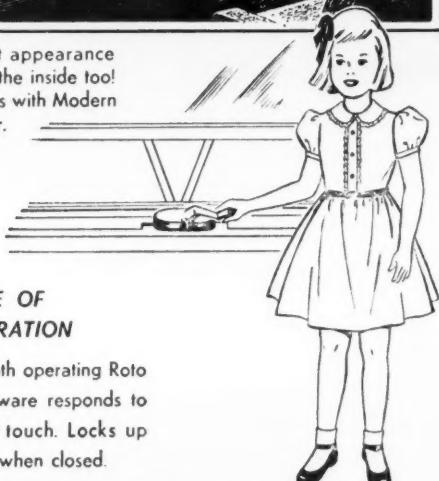
These windows are made in a variety of sizes for use in any room in the house, or they can be combined with the popular Universal Four Horizontal Lite Double Hung units to provide that New Model look!



Ask your Architect  
or Builder about  
Universal Window  
Systems or write for  
free Illustrated  
Folders



Smart appearance  
from the inside too!  
Blends with Modern  
Decor.



### EASE OF OPERATION

Smooth operating Roto  
Hardware responds to  
your touch. Locks up  
tight when closed.



**UNIVERSAL WINDOW CORP.**

3200 SOUTH BOULEVARD  
CHARLOTTE, N. C.

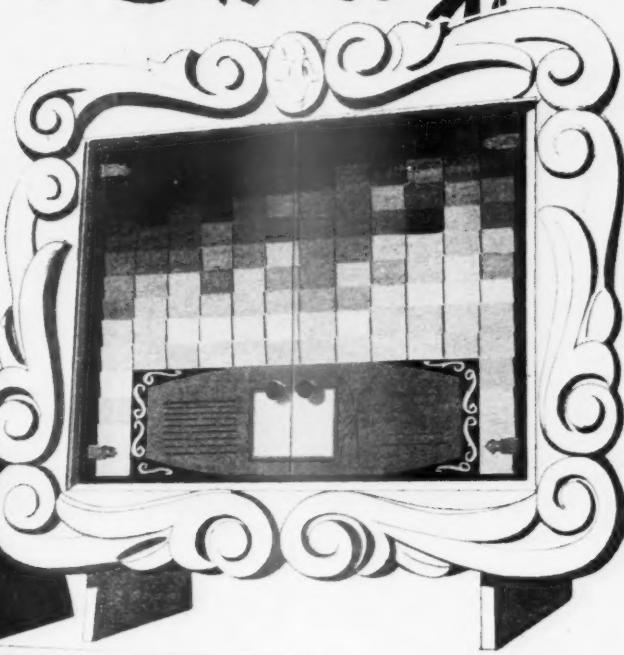
PHONE 2562  
AUSTELL, GA.

See our Display Units at the Southeastern  
Building Material Show in the Grand Rapids  
Hardware Co. and Libbey-Owens-Ford Glass  
Co. booths (76, 92 and 93).

# You Can Sell More Paint ... and MAKE EXTRA PROFIT!

WITH THE **Dutch Boy**  
REG. U.S. PAT. OFF.

## Color Gallery



- Low Inventory
- Simple System
- Shopper-Stopper Display<sup>TM</sup>
- Top-Fashion Colors . . . Pastels, Deep Tones and In-Betweens
- Paints Priced Right for Wide Appeal, Fast Turnover



Have you joined the "Profit Parade" of dealers who are enjoying increased volume every business day with the new "DUTCH BOY" Color Gallery? If you haven't yet joined this ever-growing and enthusiastic group, we earnestly suggest that you add the Color Gallery to your line now. The "DUTCH BOY" representative in your area will be happy to tell you all about it, at your convenience . . . but don't hesitate too long. The sooner you have the Color Gallery, the sooner it will bring in *extra profit* to you.

You are cordially invited to visit the  
"Dutch Boy" Booth, No. 13, at the  
Biltmore during the Show.

ATLANTA

PHILADELPHIA

CINCINNATI

ST. LOUIS

**NATIONAL LEAD COMPANY**

# LOGAN-LONG

... at Tuscaloosa  
SERVING THE SOUTH



See our exhibit at  
The Southeast Building Material Show, Atlanta  
Biltmore Hotel—October 22, 23 and 24

ASPHALT SHINGLES

BUILT-UP ROOFING PRODUCTS

ASPHALT SIDINGS

ASPHALT PAINTS AND CEMENTS

ASPHALT ROLL ROOFING

BUILDING PAPERS

ASBESTOS SIDINGS

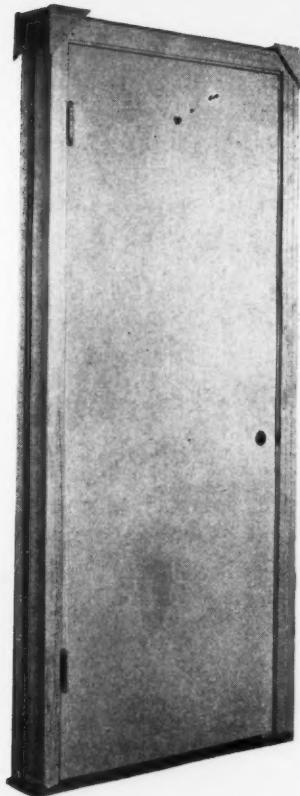
## THE LOGAN-LONG COMPANY

*Sales Office:*

First National Bank Bldg.  
Birmingham, Alabama

*Factory:*

Old Sanders Ferry Road  
Tuscaloosa, Alabama

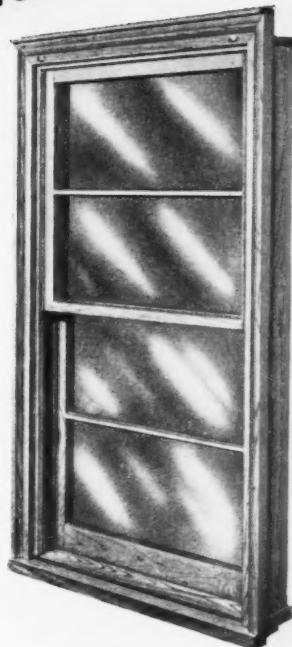


**National**  
  
**Door Unit**

## SOUTHEASTERN Building Material Show attracts **National Interest**

At National Woodworks we're *mighty* interested in the Building Material Show. We're interested in meeting your builders and dealers, and in showing you our famous National Window Units and National Ready-Hung Door Units—the two products that have already saved so many builders so much time, trouble and money. Drop in at Booth 23.

*National Window Units*



National Ready-Hung Door and Window Units arrive on the job complete in one assembly for one single delivery. They're ready to be slipped into the rough wall openings—ready to make door and window fitting the quickest, easiest part of the carpenter's job—not the slowest, hardest. THAT ought to interest budget-minded builders and sales-minded dealers alike.

**NATIONAL**  
  
**WOODWORKS**

*See you in Atlanta*  
Booth 23

**National Woodworks**

Box 5416 Birmingham 7, Ala.

# LOGAN-LONG

... at Tuscaloosa  
SERVING THE SOUTH



See our exhibit at  
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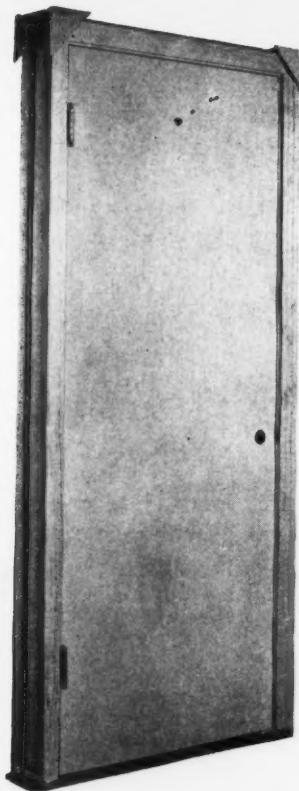
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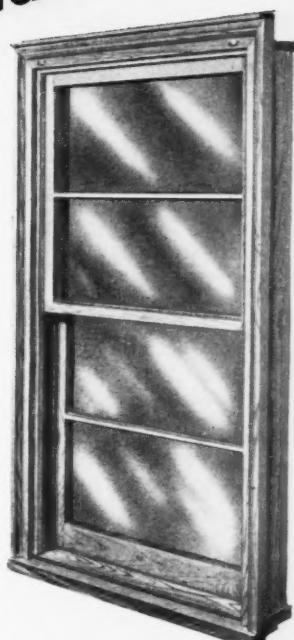
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**NATIONAL**  
  
**WOODWORKS**

*See you in Atlanta*  
**Booth 23**

**National Woodworks**

**Box 5416 Birmingham 7, Ala.**





Drive-In Theatre, Cedar Rapids, Iowa. Upper structure sided with "Century" APAC asbestos-cement sheets,  $\frac{1}{4}$ " thick. Theatre owned by Tri-States Theatre Corp., Des Moines, Iowa.

*A real showplace, thanks to*  
**"Century" APAC**  
**asbestos-cement**  
**sheets**

This modern, attractive drive-in theatre owes much of its inviting appearance to "Century" APAC sheets!

Year after year, this material will protect the structure it covers, needing practically no maintenance to keep it attractive, and *never* requiring protective paint. That's service!

These 4 x 8 foot sheets are made of two almost indestructible materials— asbestos fiber and portland cement. That means they are permanently fire- and weather-resistant, and proof against insects and rodents.

Add to these features the facts that "Century" APAC is low in cost and goes in place quickly and easily and you see why it is such a popular building material—for both inside and outside uses!

This profitable, versatile building material will appeal to *your* customers, too! You can confidently recommend it for siding almost any structure from a chicken house to a factory. Ask your K&M distributor to give you detailed information or write directly to us.

Nature made Asbestos . . .  
 Keasbey & Mattison has made it serve  
 mankind since 1873



**KEASBEY & MATTISON**  
 COMPANY • AMBLER • PENNSYLVANIA

OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

# Official Program

## SOUTHEAST DEALER MANAGEMENT FORUM and Building Material Show

### BILTMORE HOTEL - ATLANTA, GEORGIA

#### Wednesday, October 21, 1953

##### 3:00 - 8:00 P.M.—REGISTRATION in the Crystal Lounge.

No charge for retail dealers or for exhibitors. All other suppliers will be charged a \$15 *individual* registration fee. Each meal ticket is extra.

All ladies will be registered free of charge.

Special entertainment will be provided for the ladies who do not wish to attend the Business Sessions.

#### Thursday, October 22, 1953

##### 8:00 A.M. - 9:00 P.M.—REGISTRATION in the Crystal Lounge.

No charge for retail dealers or exhibitors. All other suppliers will be charged a \$15 *individual* registration fee. Each meal ticket is extra.

All ladies will be registered free of charge.

##### 9:30 A.M.—DEALER MANAGEMENT FORUM NO. 1—"Taking Sales Out of Competition"

PRESIDING: W. T. Spencer, building material merchant of Gastonia, N. C., and Southeast member of the NRLDA Executive Committee.

MODERATOR: Don A. Campbell, building material merchant of Lebanon, Ky., and past-president of the National Retail Lumber Dealers Assn.

**"Controlling Installment Sales"** — Harry L. Lawson, building material merchant of Miami, Fla., and past-president of the Florida Lumber and Millwork Assn.

**"Effective Dealer Advertising"** — Maurice R. Large, building material merchant of Farmville, Va., and past-president of the Virginia Building Material Assn.

**"Ways to Profitable Store Traffic"** — Dwight Davis, building material merchant of Charlotte, N. C.

**"The National Association's Merchandising Calendar"** — Everett B. Wilson, public relations director of both the National Retail Lumber Dealers Assn. and the Producers Council.

##### 1:00 P.M.—FIRST LUNCHEON SESSION

PRESIDING: W. S. Sexton, building material merchant of Knoxville, Tenn., and president of the Tennessee Building Material Assn.

**SPEECH: "The Home Mortgage Outlook."**

By the Honorable Albert M. Cole, administrator of the Housing and Home Finance Agency, Washington, D. C.

TICKETS for the luncheon session cost \$3.00 per person and must be purchased at the Registration Desk before 9 p. m. Wednesday. If you plan to arrive Thursday morning, please send check in advance to Mr. Foster B. Steward, 1036 Peachtree St., N. E., Atlanta 5, Ga.

##### 2:30 - 6:00 P.M.—Dealers visit exhibits in the Exhibition Hall.

##### 6:00 - 9:00 P.M.—Exhibits open to contractors, architects, and homebuilders as well as dealers.

##### 7:00 P.M.—BANQUET in the Georgian Ballroom, with Ernest Rogers, celebrated humorist and *Atlanta Journal* columnist, as master of ceremonies and dinner music by Atlanta's popular Charlie Chase orchestra.

TICKETS for banquet will cost \$5.00 per person and must be purchased at the Registration Desk before 9:30 A.M. Thursday.

##### 8:30 P.M.—DANCING until midnight in the Georgian Ballroom. No charge for dancing.

#### Friday, October 23, 1953

##### 9:00 A.M. - 9:00 P.M.—REGISTRATION in the Crystal Lounge.

No charge for retail dealers or exhibitors. All other suppliers will be charged a \$15 *individual* registration fee. Each meal ticket is extra.

All ladies will be registered free of charge.

##### 9:00 A.M. - NOON—Dealers visit exhibits.

##### 12 NOON—SECOND LUNCHEON SESSION

PRESIDING: B. Frank Edwards, building material merchant of Tampa, Fla., and president of the Florida Lumber and Millwork Assn.

**SPEECH: "Little Things Count."** By Dr. Frank Goodwin, professor of marketing at the University of Florida.

TICKETS for the luncheon session cost \$3.00 per person and must be purchased at the Registration Desk before 9 p. m. Thursday. If you plan to arrive Friday morning, please send check in advance to

(Continued on page 43)

For ASSURED

customer satisfaction,  
more & more buyers  
are turning to

**\*WEST COAST  
LUMBER**

(DOUGLAS FIR, WEST COAST HEMLOCK,  
WESTERN RED CEDAR, SITKA SPRUCE)



**\* ASK THE MAN WHO BUYS IT...**

For facts on West Coast Lumber grades and uses, and information  
on free promotion material, write West Coast Lumbermen's Associa-  
tion, Room 537, 1410 S. W. Morrison Street, Portland 5, Oregon.

**PROGRAM continued from page 41**

Mr. Foster B. Steward, 1036 Peachtree St., N. E., Atlanta 5, Ga.

**2:00 P.M.—DEALER MANAGEMENT FORUM  
NO. 2—"Aids to Management"**

**PRESIDING:** W. O. McNair, building material distributor of Macon, Ga., and president of the Building Material Merchants of Georgia.

**MODERATOR:** Don A. Campbell, building material merchant of Lebanon, Ky., and executive vice-president of the Kentucky Retail Lumber Dealers Assn.

**"Aids to Management from NRLDA"**—Henry J. Munnerlyn, building material merchant of Bennettsville, S. C., and president of the National Retail Lumber Dealers Assn.

**"Applying Business Costs to Your Business"**—William C. Henry, certified public accountant and professor of accounting at the University of Tennessee.

**"Incentive Compensation for All Employees"**—Martin A. Hassinger, building material distributor of Bristol, Va.

**"Economic Outlook for Light Construction"**—Lloyd B. Raisty, vice-president of the Federal Reserve Bank, Atlanta District.

**"Practical Sales Training"**—Dr. Frank Goodwin, professor of marketing at the University of Florida.

**4:00 - 6:00 P.M.—Dealers visit exhibits in the Exhibition Hall.**

**6:00 - 9:00 P.M.—Exhibits open to architects as well as dealers.**

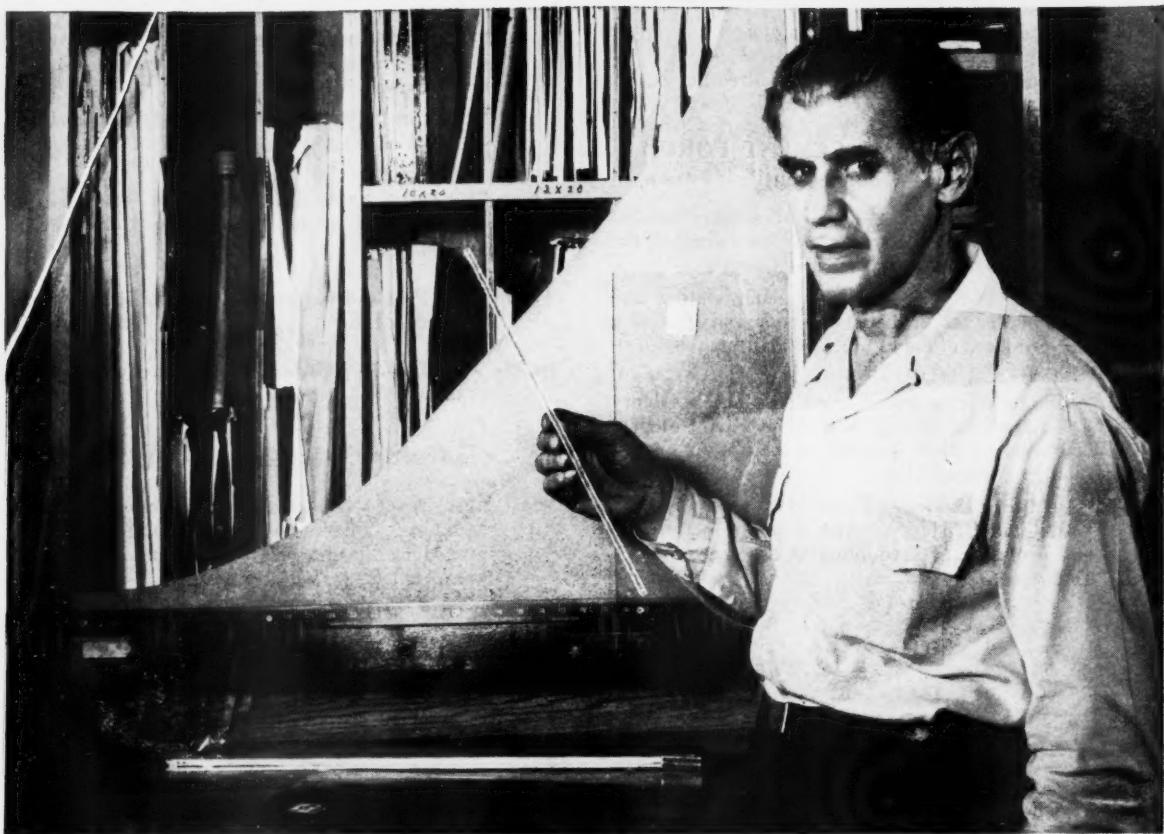
**Saturday, October 24, 1953**

**9:30 A.M. - 1:00 P.M.—Exhibits open to dealers, architects, builders, contractors, and any guests invited by the dealers or exhibitors. This "open house" applies only on Saturday.**

**Exhibitors in the 1953  
SOUTHEAST BUILDING MATERIAL SHOW**

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
<b>A &amp; F Tileboard Company, Inc.</b> Alexandria, Louisiana	67	<b>Davis Manufacturing Company</b> New Orleans, Louisiana	53
<b>Allied Building Credits, Inc.</b> Tampa, Florida	39	<b>Detroit Steel Products Company, Strand Garage Door Division</b> Detroit, Michigan	73
<b>American Sta-Dri Company</b> Brentwood, Maryland	68	<b>DeWalt, Inc.</b> Lancaster, Pennsylvania	16
<b>American Zinc Institute, Inc.</b> New York, New York	27	<b>Dierks Lumber &amp; Coal Company</b> Kansas City, Missouri	20
<b>Binswanger &amp; Company</b> Richmond, Virginia	96	<b>Douglas Fir Plywood Association</b> Tacoma, Washington	77
<b>Bird &amp; Son, Inc.</b> East Walpole, Massachusetts	4	<b>Ez-Way Sales, Inc.</b> St. Paul, Minnesota	71
<b>Burns Brick Company</b> Macon, Georgia	42	<b>Formica Company</b> Cincinnati, Ohio	88
<b>Philip Carey Manufacturing Company</b> Cincinnati, Ohio	73	<b>Gate City Sash &amp; Door Company</b> Fort Lauderdale, Florida	8
<b>Celotex Corporation</b> Chicago, Illinois	2-3	<b>General Door Manufacturing Company</b> Milwaukee, Wisconsin	82-83
<b>Central Woodwork, Inc. of Georgia</b> Atlanta, Georgia	17-18-19	<b>Gilsteel Distributing Company</b> Atlanta, Georgia	59
<b>Certain-teed Products Corporation</b> Ardmore, Pennsylvania	37	<b>Grand Rapids Hardware Company</b> Grand Rapids, Michigan	76
<b>Chapman Chemical Company</b> Memphis, Tennessee	64	<b>Gulfspray Division, Binswanger &amp; Company</b> Houston, Texas	97
<b>Clarke Sanding Machine Company</b> Muskegon, Michigan	72	<b>Insulite Division, Minnesota and Ontario Paper Company</b> Minneapolis, Minnesota	78
<b>R. G. Coffman Company, Inc.</b> Orlando, Florida	70	<b>Johns-Manville Sales Corporation</b> New York, New York	84-85
<b>Columbia Mills, Inc.</b> Syracuse, New York	94	<b>Keesbey &amp; Mattison Company</b> Ambler, Pennsylvania	21
<b>Contractors Supply Company</b> Atlanta, Georgia	30	<b>Kimberly-Clark Corporation</b> Neenah, Wisconsin	43
<b>Darworth, Inc., Cuprinol Division</b> Simsbury, Connecticut	9		

(Continued on page 45)



Mr. Steve Vesha of New Deal Hardware, Cleveland, Ohio, showing  $\frac{1}{4}$ " strip he has just trimmed off a piece of L·O·F window glass.

**With L·O·F Window Glass . . .**

## **It's easier to trim an edge!**

### **You'll Trim Your Waste, Too!**

L·O·F is easier to cut into big pieces or little pieces. It's easier to cut angled or curved pieces. You can even cut off a narrow strip with a light, easy stroke, as illustrated above.

L·O·F cuts easier because it's annealed more slowly, more patiently. That makes it less brittle—so it's a safer buy for your customers, too.

In a recent survey, 30 dealers in different parts of the country were asked to take a "Blindfold Test". They test-cut four well-known brands of single-strength window glass—the labels had been removed and the brands were identified only by the letters A, B, C, D or W, X, Y, Z. 28 of the dealers picked L·O·F as the easiest to cut—no matter how they cut the glass, or in what order!

### **TRY THE "BLINDFOLD TEST" YOURSELF!**

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country.

And send for your free copy of our booklet, *For Greater Profits in Window Glass*. Write Libbey-Owens-Ford Glass Company, 70103 Nicholas Building, Toledo 3, Ohio.



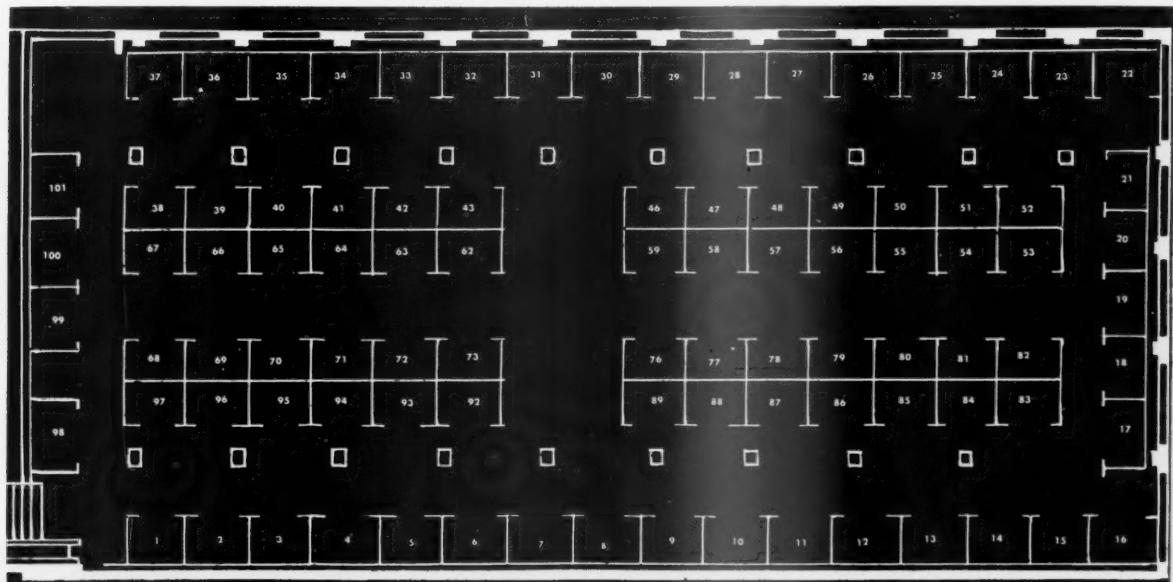
**LIBBEY·OWENS·FORD** *the easy-to-cut* **WINDOW GLASS**



EXHIBITORS continued from page 43

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Lehon Company Chicago, Illinois	32	Seidlitz Paint & Varnish Company Kansas City, Missouri	63
Libbey-Owens-Ford Glass Company Toledo, Ohio	92-93	Shower Door Company of America Atlanta, Georgia	51-52
Logan-Long Company Chicago, Illinois	6	Sisalkraft Company Chicago, Illinois	24
Longleaf Lumber Company Atlanta, Georgia	36	Solar Air-Flo, Inc. Goshen, Indiana	97
Ludman Corporation Miami, Florida	41	Southern Metal Products Company Memphis, Tennessee	54
Marsh Wall Products, Inc. Dover, Ohio	87	Southern Pine Association New Orleans, Louisiana	81
Miami Window Corporation Miami, Florida	58	Southwood Corporation Fort Worth, Texas	47
National Gypsum Company Buffalo, New York	7	Standard Dry Wall Products Company New Eagle, Pennsylvania	40
National Lead Company New York, New York	13	Staple Fastener Company Atlanta, Georgia	31
National Woodworks, Inc. Birmingham, Alabama	23	Steelcraft Manufacturing Company Rossmoyne, Ohio	38
New York Wire Cloth Company New Canaan, Connecticut	66	Superior Fireplace Company Baltimore, Maryland	69
One-Der Frame Corporation Birmingham, Alabama	62	Tennessee Fabricating Company Memphis, Tennessee	5
Orkin Exterminating Company Atlanta, Georgia	55	Truscon Laboratories Detroit, Michigan	30
Prestile Manufacturing Company Chicago, Illinois	80	U. S. Gypsum Company Chicago, Illinois	25-26
R. C. S. Tool Sales Company Joliet, Illinois	33	U. S.-Mengel Plywood, Inc. Louisville, Kentucky	95
Reynolds Metals Company Louisville, Kentucky	99	Vulcan Metal Products Birmingham, Alabama	46
R. O. W. Distributors Rocky Mount, Virginia	100	West Coast Lumbermen's Association Portland, Oregon	10
Rubberoid Company New York, New York	65	Western Pine Association Portland, Oregon	11-12
Rudiger-Long Company New Orleans, Louisiana	101	Zegers, Inc. Chicago, Illinois	1
		Zuber Lumber Company Atlanta, Georgia	89

Booth Arrangement in the Exhibition Hall of Biltmore Hotel



**THE FIRST  
PICTURE WINDOW  
DID PART OF  
THE JOB!**



The wise merchandiser knows that home owners today are demanding quality and good appearance. R·O·W High-Lite gliding wood windows together with the original R·O·W removable wood windows fulfill those requirements in every respect — another reason why R·O·W merchandisers make more money, faster. Ask for more details.

**R·O·W HIGH-LITE GLIDING WOOD  
WINDOWS DO THE ENTIRE JOB!**

Removable R·O·W High-Lites excell in all five modern requirements — Privacy, View, plus all the fresh air wanted; Protection, Ventilation, and Space Saving.



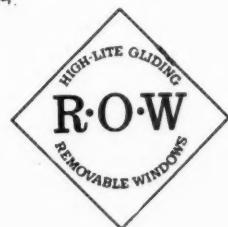
MANUFACTURED BY

**R·O·W DISTRIBUTORS**

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

*Rocky Mount, Virginia*

MILLWORK PLANT: RENO, NEVADA



**R·O·W'S . . . THE MOST POPULAR BY 2 TO 1**



**sell amazing  
Columbia-matics the only  
TENSION SCREENS on the market  
that are automatically self-adjusting!**

Don't confuse Columbia-matics with ordinary tension screens! Columbia-matics are the newest, safest, most modern way to screen a double-hung window.

**Exclusive features make them superior to anything on the market**

Columbia-matics are full length, yet frameless . . . use only a top and bottom rail. Bottom rail is spring-loaded . . . automatically puts right amount of tension on screening. Keeps it drum-tight to blind stops at all times . . . automatically compensates for unevenness in sill, temperature changes. Screen can't sag or ripple. Easy-open tension locks anchor screen firmly, flip up to open. Both spring-loaded bottom rail and locks are patented Colum-

*bia-matic* exclusives . . . available on no other screen!

**No out-of-yard service**—9 out of 10 homeowners can measure and install them. Ready to mount from inside. Only seven screws. No template. With today's booming "do-it-yourself" market, Columbia-matics are a sales natural.

**A packaged item—no bulky inventory**  
14 sizes take care of 90% of your market. Special sizes on 48-hour order from convenient assembly points.

**Customer satisfaction assured** Precision-made for perfect fit. Can't swell, stick, warp. All aluminum—won't rust or drip-stain house. No painting, maintenance. No hardware on sill to snag clothing. Roll up for compact storage.

**Don't make  
a move  
until you read  
all about  
the gigantic  
Columbia Spring  
merchandising  
program**

*It's the  
most powerful  
advertising and  
promotion plan  
ever put behind  
a window screen*

*Send  
the coupon  
now for  
complete  
details*

**COLUMBIA MILLS, INC.  
Dept. SB 10  
Syracuse 2, N. Y.**

Please send complete details on  
Columbia-matic Tension Screens.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

put your  
best face  
forward  
for plus profits!

with

## MASONITE DORLUX

ON PAINT-GRADE FLUSH DOORS!

Here's the *one* door facing material with the *right* features for *your* prospects.

Durable Masonite Dorlux offers a perfect base for paint, enamel or varnish. Offers builders and home decorators maximum choice of finish and colors.

This sturdy all-wood hardboard makes happier customers. Has no knots or grain. Makes for more stable doors; less chance of binding or sagging. Never splits, splinters or cracks. Withstands knocks, bumps and other household hazards.

Many volume builders, custom builders and remodelers already know and like Dorlux as a long-lasting facing for paint-grade flush doors. Specify Dorlux on *your* next door order.

better hardboards for better profits



**MASONITE®**  
CORPORATION

Dept. SBS-10, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

Visit Booth No. 63 SOUTHEAST BUILDING MATERIAL SHOW, October 22-24

GET THE MOST FROM THE  
"DO-IT-YOURSELF" MARKET

Sell Color...  
Sell Service...  
Sell *Seidlitz*

Get your *profitable* share of the big... and getting bigger... "do-it-yourself" market. Give your customers the *color* they want, in the *finish* they want, in the *amount* they want... *when* they want it. With Seidlitz paints you do all this with no added cost, no color investment. Seidlitz greater color selection brings you increased sales, faster turnover and greater profits on a lower inventory, yet permits you to offer your customers *all* wanted products. You alone can afford to offer your customers everything they want... with these two star performers—SatinTone and OilTone!

*Seidlitz SATINTONE*

Latex Rubber Base . . . Custom-Mixed

This modern latex emulsion paint gives your customers complete custom color service... gives you a complete paint stock, complete color selection with low inventory. SatinTone applies easily... has no painty odor... dries in thirty minutes to a smooth, satiny, rubberized surface that wears and wears, is *guaranteed* scrubbable. And what colors! 100 fashion-right colors to offer—with no color investment!

Offer your customers a true texture wall finish... Seidlitz SatinTex—a latex rubber base product that paints and plasters in one operation. *Again*, no color investment, yet you can offer 18 modern decorator colors—all freshly mixed... quickly, easily, accurately.

*MultiTint OILTONE*

Alkyd Flat Enamel . . . Custom-Mixed

This alkyd resin oil base flat *enamel* puts a glare-free finish on any interior surface—including woodwork, doors, cabinets, etc. OilTone is simple to apply with brush, spray or roller... leaves no laps, streaks or brushmarks... provides a quick-drying, enamel-hard finish that is completely washable, entirely odorless, perfectly smooth. 125 consumer-preferred colors and white, all ready for quick, easy, accurate custom-mixing by the same experienced-proved method that distinguishes the patented, profitable MultiTint line. *Again*—no color investment.

*Seidlitz* OFFERS YOU

A COMPLETE LINE . . . COMPLETE PROTECTION

The Seidlitz MultiTint Franchise guarantees your success... you *buy* whites only... you *receive* tinting units free... you *sell* more colors in all products. Sell more... profit more... with Seidlitz!

SEIDLITZ PAINT AND VARNISH CO.

18th & Garfield, Kansas City 27, Missouri

Baltimore

Detroit

Los Angeles

A Warehouse Distributor Near You.



An Independent  
Manufacturer  
Serving  
Independent  
Dealers Only



# PLYWOOD, LUMBER, DOORS

Get fast delivery from  
our convenient wholesale distribution

## WAREHOUSES

ONE CALL DOES IT ALL!



**GEORGIA-PACIFIC**  
PLYWOOD COMPANY

Southern Finance Bldg.,

Augusta, Ga.—Call 2-8383

Now, from a single source, you can buy every type, grade and species of plywood and lumber you need.

Georgia-Pacific, with modern mills strategically located throughout the South and Pacific Northwest, offers a new kind of service based on quality control.

Because of Georgia-Pacific's nationwide network of production and service facilities, you get an extra measure of value that means less inventory, simplified buying, and more profit for you.

Buy with efficiency and economy from Georgia-Pacific . . . phone or wire your order to our nearest office or wholesale warehouse.

### G-P PRODUCTS

- GPX Plastic-faced Plywood
- G-P Crownply Hardwood Plywood
- G-P Textured Paneling
- G-P Plysheet Southern Plywood
- Douglas Fir Plywood
- Giant-sized Scarfed Panels
- Fir Pattern Doors
- Hardwood Flush Doors
- Cypress and Redwood Lumber
- Southern Pine
- Southern Hardwood Lumber
- Western Lumber
- Treated Lumber and Timbers
- Residential and Factory Flooring
- Mouldings

...the  
exciting  
new

# Flintkote Color-Line\*

**Sign on this line  
for extra insulating siding sales**

Oil up your cash register! Send in your order! Perk up your salesmen!

Get ready to make yourself some extra profits... and some good friends... with Flintkote's beautiful new line of insulating siding.

COLOR-LINE is loaded with new eye-appeal, new *buy*-appeal, and is made-to-order for contractors as well as their home-owner customers.

You can offer pastel color freshness that customers have never seen before in insulating sidings... dewy green, warm red, rich brown and dignified gray. And new striations, that *do not pattern on the wall!*

A new, beautifully grained texture surface enhances the Flintkote practical advantages you know so well.

Sell these smart-looking Flintkote COLOR-LINE Sidings for fall modernization. They'll go over big with home-owners.

Sign on **THIS** line! You never *had* such value to sell! Stock up now!



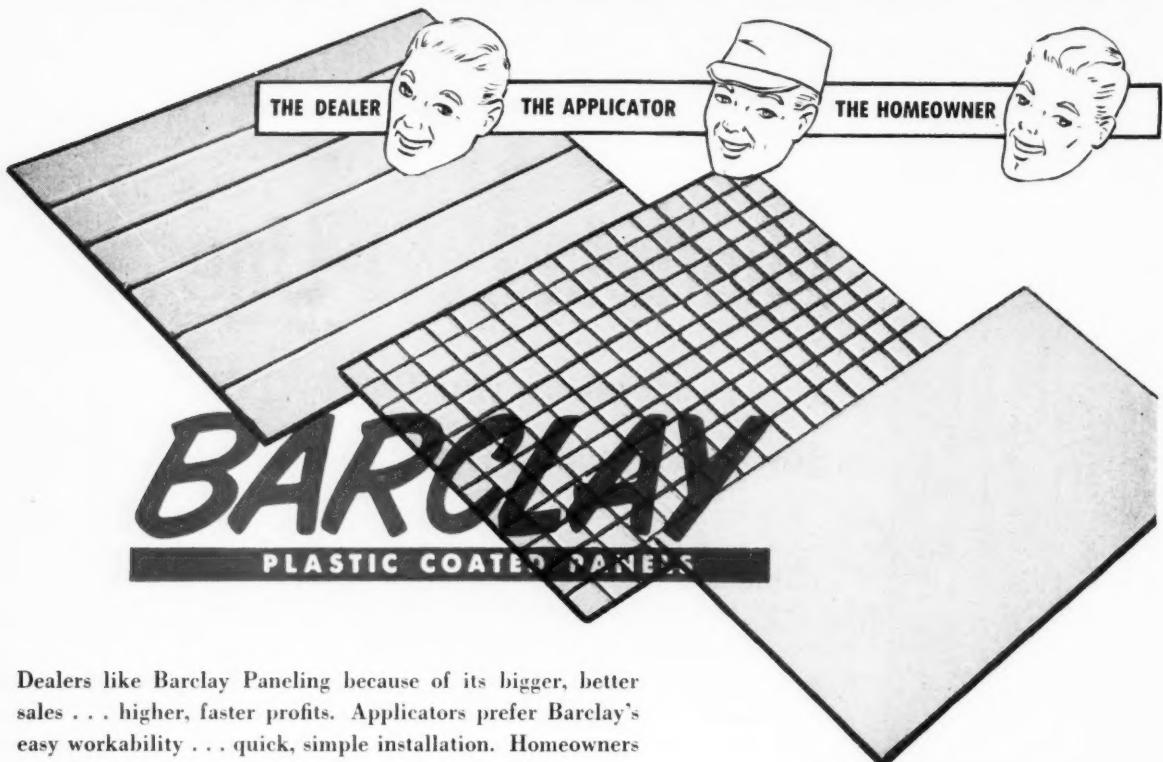
\*Now available in the West in gray, green, brown and red (Narro-Lap). In the East, in gray and green... shake design.

*the extra years of service cost no more!*

THE FLINTKOTE COMPANY, Building Materials Division  
30 Rockefeller Plaza • New York 20, N.Y.

# Suits them all!

3 DISTINCTIVE PATTERNS • 11 BEAUTIFUL COLORS



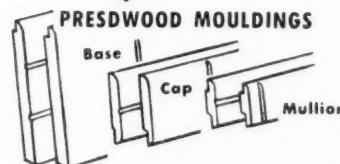
Dealers like Barclay Paneling because of its bigger, better sales . . . higher, faster profits. Applicators prefer Barclay's easy workability . . . quick, simple installation. Homeowners want Barclay Paneling with its 11 rich, decorator colors, easy-to-clean plastic surface and low cost.

Available in three surface designs . . . Tile Pattern, Solid-tone and Stream-Lined . . . Barclay's exclusive Tri-Dem Scoring gives three dimensional, real tile-like appearance. Stock and Sell Barclay for better business!

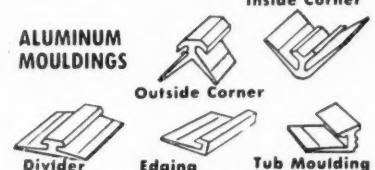
40% EXTRA PROFIT ON EVERY SALE! Barclay Accessories give you 40% *more profit* with every tileboard sale. Increase your business with Barclay Paneling and Accessories . . . write today for details!



Mastic Cement



PRESWOOD MOULDINGS



ALUMINUM MOULDINGS



Manufacturers & Distributors

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OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

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Tampa, Fla.

Jacksonville, Fla.



# SSirco Hits a New High!

## ... IN SALES AIDS



Increasing your sales—and profits—is a lot easier when you aggressively promote the products you sell. To help you, SSirco can supply hard-hitting sales aids that will form the foundation of your promotional program. Complete advertising and promotional material—covering all the top-quality, SSirco-distributed building materials — is yours without cost.

These six sales aids are ready to work for you:



Direct Mail Pieces  
Counter Displays  
Radio Commercials  
Samples  
Product Literature  
Newspaper Mats



Besides promotional help, you'll get top brand names that builders prefer . . . and keep coming back for. You, too, can hit a new high if you cash in on this opportunity to boost your profits.

Your SSirco representative will gladly help you plan an effective promotional program. Or write direct to our Advertising Department, Savannah, Georgia.

### THESE FAMOUS PRODUCTS MAKE UP SSIRCO STOCK

Reynolds Aluminum Building Products  
Follansbee Ternol  
Carey Asphalt and Asbestos Products  
Certain-teed Asphalt Products  
EZ-Way Stairways  
Miami-Carey Cabinets  
Celotex Insulation Board Products  
Insulite Insulation Board Products  
Flintkote Products  
Nu-Wood Insulation Board Products  
Masonite Hardboards  
Upson Panels  
Asbestone Asbestos Products

Durall Screens  
Georgia-Pacific Plywood  
Lo-“K” Cotton Insulation  
Columbia-Matic Screens  
Shakertown Cedar Shingles  
General Flush Doors  
Atlas Flush Doors  
Micor Steel Products  
Vari-Pitch Louvers  
Hamlin Ventilators  
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Barclay Plastic-Coated Paneling  
Superior Metal Trim  
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FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY  
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE

# IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans

Memphis, Tenn.

Orlando, Fla.

Richmond, Va.



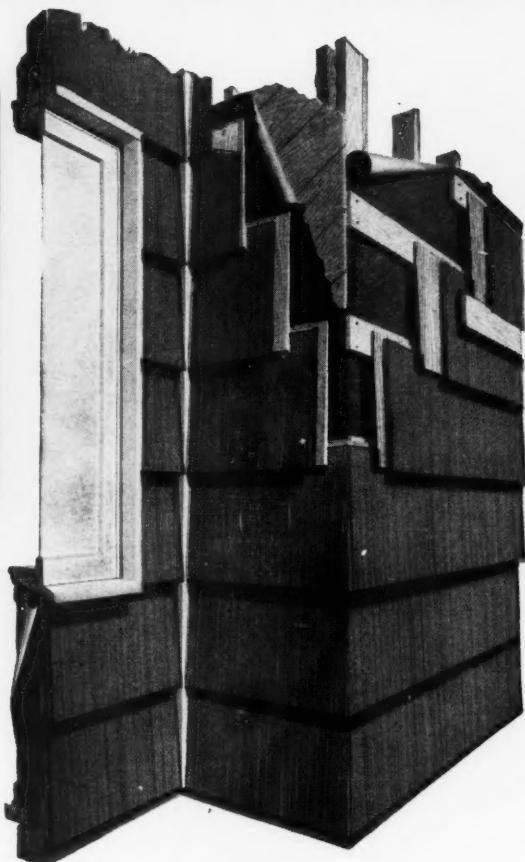
# SAVE On the Job TIME and MONEY

## Use SHAKERTOWN SIDEWALLS

to complete more homes faster  
under the most severe conditions



Double-coursed  
Shakertowns are easy  
to apply, provide wide  
range of distinctive  
styling.



**Weather** won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

**Weather** often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of shiplap for nailing guide is the only "extra" in the way of equipment.

**Weather** demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

**Get the SHAKERTOWN Facts!** If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.

### JOB-PROVED!

#### Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

... Build with Shakertowns!

THE PERMA PRODUCTS COMPANY  
7001 Morgan Avenue Cleveland 27, Ohio

SOUTHERN STATES  
IRON ROOFING COMPANY



Manufacturers' Distributors

Savannah, Ga.  
Atlanta, Ga.  
Albany, Ga.  
Augusta, Ga.

Tampa, Fla.  
Orlando, Fla.  
Miami, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.



Here's why you can  
make more money  
with **Lo-K'**

*It's Easier*

### **TO WAREHOUSE**

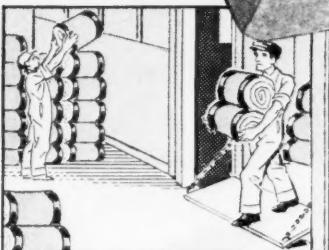
Lo-K" is feather-light and easily compressed to one-fifth its normal size without losing its resilience. This saves shipping, storing and trucking space . . . and makes it extremely easy to handle. An adequate stock of Lo-K" takes surprisingly little room.

### **TO SELL**

Lo-K" gives your customers more insulation per dollar, per foot and per pound . . . is a better buy, any way they look at it. More efficient, better, longer lasting. A few facts and figures quickly change insulation prospects into Lo-K" customers.

### **TO INSTALL**

Lo-K" goes in easily, quickly. Rolls out like a blanket . . . fits any standard construction . . . has wide flanges for easy fastening. Light weight and non-irritating to the skin. Will not settle or sag. Fits easily into odd shaped places. Saves work, time and money.



**INSULATION  
DIVISION**

**LOCKPORT COTTON BATTING CO.**

ESTABLISHED 1870 • LOCKPORT, NEW YORK

NEW YORK OFFICE: 1407 BROADWAY

# *Who's Who* ON THE PROGRAM OF *Southeast Dealer Management Forum*



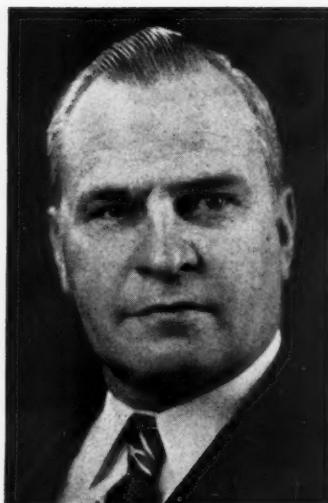
**HENRY J. MUNNERLYN** last month began his second year of service as president of the National Retail Lumber Dealers Assn. He was selected for this top position because of his success as a building material merchant in Bennettsville, S. C., and his leadership of dealer and civic organizations. He founded his business in 1919 and for 15 years has specialized in package selling of lumber and building materials and contracting.

Munnerlyn has headed the local Rotary Club, American Legion, hospital board, and is president of a bank. At this Southeast Dealer Management Forum, he will explain "Aids to Management from the National Retail Lumber Dealers Assn."

**FRANK GOODWIN** is professor of marketing at the University of Florida, where he has taught courses in sales and sales management since 1947. A native of Thomasville, Ga., he attended Vanderbilt University, Southern College, and Peabody College. He received his doctor of philosophy degree at the University of Pennsylvania.

Dr. Goodwin served for three years in the U. S. Navy during World War II and then became assistant to the president of Washington College in Maryland. He is in wide demand as a speaker at all types of business conventions and has contributed over 30 business articles to various regional and national trade magazines.

Through business-exchange fellowships, he has studied the operations and management of the W. T. Grant Co. and the Pittsburgh Plate Glass Co. At the Southeast Dealer Management Forum, Goodwin will tell of "Little Things Count" at the Friday luncheon session. That afternoon in the forum on "Aids to Management," he will discuss "Practical Sales Training."



DR. FRANK GOODWIN

**ALBERT M. COLE** since last March 11 has served as administrator of the Housing and Home Finance Agency in Washington, D. C., which is the over-all Federal housing agency. From 1945 through last year he represented the 1st Congressional district of Kansas, serving on the House Banking



ALBERT M. COLE

and Currency Committee, which has jurisdiction over housing legislation.

A native of Missouri, Cole began practicing law in Holton, Kan., upon graduation in law from the University of Chicago in 1925. He served as a member of the Holton school board for 12 years, as county attorney, and represented Jackson and Atchison counties in the Kansas State Senate and the Kansas Legislative Council from 1941 to 1944.

Administrator Cole will speak on "The Home Mortgage Outlook" at the first luncheon session of the Southeast Dealer Management Forum.

**DONALD A. CAMPBELL** is proprietor of the Boner-Campbell Co. in Lebanon, Ky., where he also serves as mayor of the city and as executive vice-president of the Kentucky Retail Lumber Dealers Assn. He is a graduate of Centre College and has served as president of the National Retail Lumber Dealers Assn.

Frequently the representative of the retail lumber industry on national ad-



**DONALD A. CAMPBELL**

visory committees, Campbell now is chairman of the NRLDA Standards Committee. At the Southeast Dealer Management Forum he will be moderator of the forum sessions Thursday morning and Friday afternoon.



**LLOYD B. RAIKY** is a native of Iowa and received his bachelor of science degree in commerce from the University of Iowa in 1924. He earned his degrees as master of business administration and as a doctor of philosophy at the University of Texas.

He became a professor of commerce at the University of Georgia in 1927, where he taught until 1941.

Then Dr. Raisty joined the staff of the Federal Reserve Bank of Atlanta, which he now serves as a vice-president. From 1945 to 1948 he served as secretary-treasurer of A. G. Rhodes and Sons, Inc., operators of a chain of furniture stores in the Southeast.

A member of Phi Beta Kappa, national scholastic fraternity, Raisty holds a certificate as a certified public accountant in Georgia. He has served a three-year term on the board of the Georgia Department of Commerce. At the Southeast Dealer Management Forum, he will comment on the "Economic Outlook for Light Construction in the Southeast."



**DWIGHT DAVIS** is executive vice-president of the H & S Lumber Co., progressive building supply merchants in Charlotte, N. C.

A graduate of Grinnell College in Iowa, he served with the Curtis Companies, Inc., in sales and managerial capacities in New England, North Carolina, and Iowa for 11 years before buying an interest in the H & S firm last October. During World War II he served three years in the U. S. Navy.

At this Southeast Dealer Management Forum, Davis will discuss "Ways to Profitable Store Traffic."



**MARTIN A. HASSINGER** is treasurer and active in the management of the Hassinger organization. It consists of the Bristol Builders Supply Co., retailers, and the Central Warehouse Corp. in Bristol, Va., and the Dealers Warehouse Corp. in Knoxville, Tenn., and the Hassinger Wholesale Co. in Greensboro, N. C.

Educated at Emory and Henry College and Syracuse University, Hassinger has been in the lumber business since 1926. He is a past-president of the Virginia Building Material Assn. and of the Bristol Kiwanis Club. Former chairman of the local school board, he now is a member of the Bristol City Council.

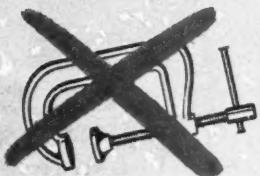
At the Southeast Dealer Management Forum, Hassinger will explain "Incentive Compensation for All Employees."



**EVERETT B. WILSON** has a record of 30 years' experience in newspaper, merchandising, and public relations

*(Continued on page 64)*

# Do You Know the Brand New Profit Story of Over-the-Counter Sales of FORMICA Sheets?



Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

There is a revolutionary development taking place in the sale of Formica—the "buy" word in plastic laminates. Sold for 41 years exclusively through wholesale channels, Formica is now "catching fire" as a high profit, fast turn-over, item for the retailer to the lusty "Do-It-Yourself" trade.

Here is an outline of the facts in question and answer form:

**Question:** *Why is Formica suddenly an over-the-counter item?*

**Answer:** Because, for the first time a new wonder adhesive called Formica Contact Bond Cement makes home application of Formica on sink-tops, furniture and many other horizontal surfaces easy and practical.

**Question:** *What is the difference between home application and commercial application?*

**Answer:** In the past the fabrication of Formica could be accomplished only by professionals with special tools and pressure devices required for the various commercial grades of glues which were the only types in general use. The work was performed in a shop and carried to the job and installed intact. Now Formica Contact Bond Cement permits on-the-job application with simple tools because no pressure is required.

**Question:** *Why haven't I heard about this before?*

**Answer:** Frankly, the always conservative Formica Company has been holding back to make sure that everything about this development is fool-proof. Now we're not able to sit on the story any longer. Editors of the big magazines are cracking picture stories on "Do-It-Yourself" with Formica.

**Question:** *What is the package?*

**Answer:** Retail dealers are stocking Formica Contact Bond Cement in gallons, quarts and pints, and Formica 1/16" sheets in the most popular color patterns and wood grains. Quick delivery arrangement from large distributor stocks in principal cities. A toothed cement spreader and complete illustrated instructions are furnished.

**Question:** *What does this mean to me as a dealer?*

**Answer:** If you're the kind of sales outlet Formica is looking for, you know enough about merchandising to sense the opportunity—to want the full story. Just fill in the coupon and we'll see that you get it.

You're invited:  
Drop in at Booth 88  
during the  
Southeastern Building  
Material Show  
Atlanta, Oct. 22-24.

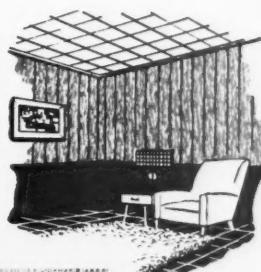
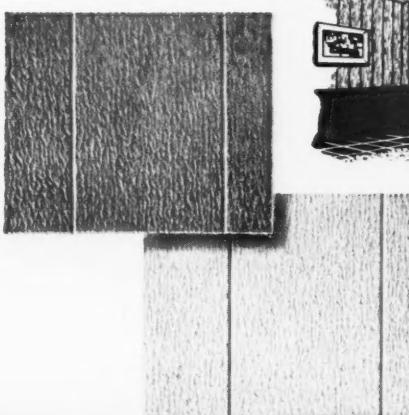
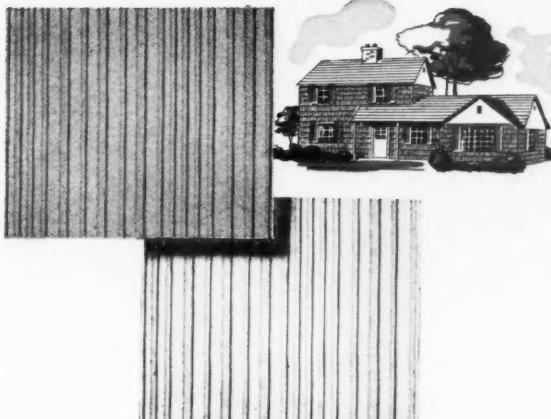
**THE FORMICA COMPANY**  
4594 Spring Grove Ave.  
Cincinnati 32, Ohio





*Keep your customers happy with  
FLINTKOTE*

# COLOR



**Put new life into homes!  
Recommend colorful FLINTKOTE  
roofing, sidings and  
decorative interior board!**

Are you taking advantage of the recent swing to color?

Everybody wants color . . . for modern, new construction, and for modernizing existing houses.

And we have just what they want.

Flintkote . . . *style leader of roofing for the building industry* . . . anticipating the trend, offers a wide variety of practical, pleasing colors and blends in asphalt shingles.

Also . . . popular, beautiful Flintkote Stri-Color\* Asbestos-Cement Sidings have virtually revolutionized the siding industry. They have handsome, new colors for monotone or two-tone effects, or for combination with stone, brick, stucco, etc., and the famous DURA-SHIELD\* water repellent, stain-resistant protective finish.

And . . . lovely new colors enhance our always popular line of Decorative Insulation Board and Tile. Use it to brighten up game rooms, attic bedrooms, libraries, etc. . . . and to hide unsightly walls and ceilings.

Get more color into your new and re-modeling jobs. You'll find it pays off well in profits and customer satisfaction.

May we send you illustrated literature?

THE FLINTKOTE COMPANY, Building Materials Division,  
30 Rockefeller Plaza, New York 20, N. Y.

\*A trademark of The Flintkote Company

**FLINTKOTE**



*...Style and Color Leader since 1901*

COLOR-SEALED

# ASBESTOS- MUSTANG



**EASIEST TO SELL BECAUSE THEY'RE "MADE FOR THE SOUTH"**



### MUSTANGS FOR ROOFING!

Uniform in size and thickness, apply quickly, easily, at lower installation costs. Made in two beautiful styles: Available in beautiful Dutchlap No. 26 12" x 24" in white and several beautiful colors. Order Mustang Asbestos Roofing Shingles today!!



### MUSTANGS FOR SIDING!

No maintenance necessary. Several beautiful colors available. Stock up now!



# CEMENT ROOFING and SIDING SHINGLES

No other brand of asbestos-cement shingles for roofing and siding gives you all these values to sell. That's because only Mustangs are especially "made for the South" . . . Made to make profits for you!

## MUSTANGS ARE—

- **COLOR-SEALED** by a special Mustang process that puts a tough, armor-like seal on the weather side.
- **COLOR-STYLED** to harmonize with southern architecture.
- **DEEPLY TEXTURED** with a vertical striated design of exceptional beauty.
- **DURABLE**—made of a balanced blend of asbestos and Portland cement, Mustangs wear like stone, never need paint.
- **WEATHERPROOF**—unaffected by extremes of wet or dryness, won't warp or blister, shrink or swell, rot or deteriorate in *any* way.
- **FIRE-SAFE**—incombustible, will not burn.
- **VERMINPROOF**—nothing that crawls, creeps, flies or walks can "lunch" on Mustangs.
- **LOW IN COST**—easy to apply on new homes or old.

Color-Sealed Mustang asbestos-cement shingles are available for immediate delivery. Join the hundreds of dealers who know first-hand—**MUSTANGS** mean profits! And be sure to recommend the Carey Shadow-Line channel system of application. Place your order NOW with your Carey representative, or mail coupon for details.



DIVISION



## Have you heard the latest?

The products shown on these two pages are now backed by two famous names—Mustang and Carey. The Mustang brands, known for quality asbestos-cement roofing and siding throughout the South, recently joined the over 800 fine products of the House of Carey. Now you can order both Mustang and products manufactured by The Philip Carey Manufacturing Co. from your Carey Representative.

## These famous Carey Products are now available through the Mustang Division of Carey

**CAREY ROOF COATINGS.** A complete line of fibrated and non-fibrated roof coatings for all types of roofs—the result of intensive research and over 79 years' experience.

**CAREY FIRE-CHEX ASBESTOS PLASTIC SHINGLES.** First and only shingle ever rated Class A\* by Underwriters' Laboratories—highest fire-protective rating attainable! And Fire-Chex resist blistering, warping, curling; defy powerful winds. They're made for application in gorgeous solid colors and new Shadow Blend Roof Designs, copyrighted as "works of art."

(\*without asbestos underlayment)

**CAREY DAMP-PROOFING MATERIALS.** A complete line of high quality asphalt damp-proofing materials to fill every building and maintenance need. Tough, lasting coatings that positively lock out moisture. Easily applied with brush or trowel.

Mail this coupon today for FREE profit-making information

Mustang Division, The Philip Carey Manufacturing Company  
P.O. Box 1082, Houston, Texas

Please rush me samples and literature on the new color-sealed Mustang asbestos siding shingles. Also send information on:

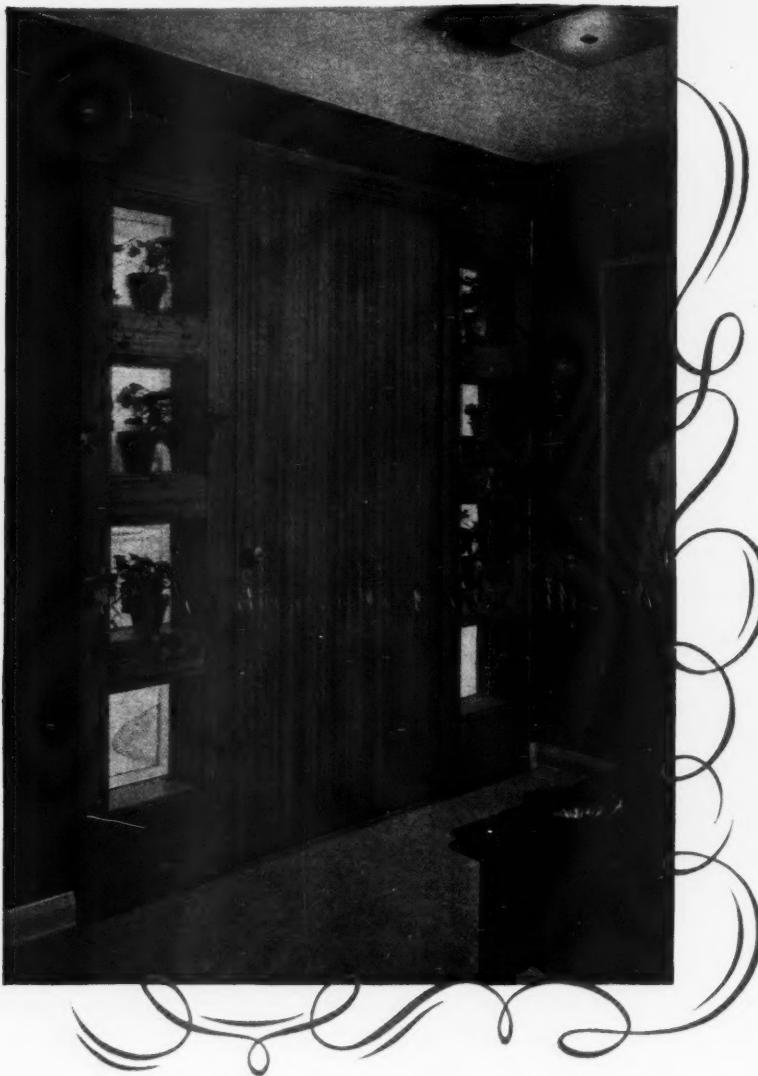
Carey Fire-Chex Shingles    Asphalt Paints  
 Asbestos-Cement Roofing Shingles    Cements  
 Coatings    Carey Shadow-line Channel System

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**MENGEL**  
*Mahogany*  
**FLUSH DOORS**

**ADD \$\$\$ TO HOUSE VALUES--**

**YET COST LESS THAN MANY DOMESTIC WOODS!**

**G**enuine African Mahogany is recognized everywhere as the King of Woods—is far more desirable than ordinary woods.

Mengel Mahogany Flush Doors are built with faces of genuine African Mahogany, which automatically upgrades any building in which it is used.

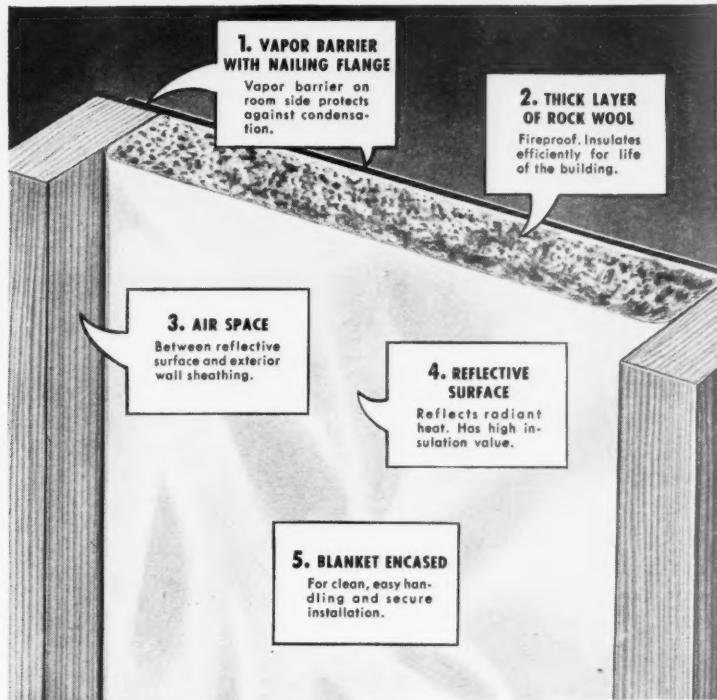
Yet you can buy Mengel Flush Doors, or Standardor Flush Doors, with faces of genuine African Mahogany, for fewer dollars than you'd pay for comparable doors of almost any domestic wood!

The Mengel Company operates its own logging concession and mill in the best Mahogany section of Africa, and imports this King of Woods in tremendous volume. *You get the savings!*

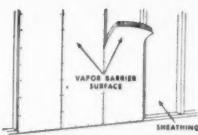
Equally important, Mengel and Standardor Flush Doors are built *better*, to give *better service*. Compare specifications, either in Sweet's or at your dealer's. You'll be glad you investigated!

*Door Department*  
**THE MENGEL COMPANY**  
*Louisville, Kentucky*

# 2-in-1 value brings more insulation business



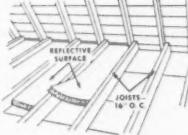
## Installation is quick and easy!



**Wall Application**—Apply blanket from room side. Reflective surface is faced to outer wall sheathing. Staple or nail flanges on vapor barrier surface to wood framing, spacing staples or nails about 6" o.c., allowing an air space between the reflective surface and outer wall sheathing.



**Ceiling Application**—Vapor barrier surface is always faced to room, reflective surface is faced to roof.



**Attic Floor Application**—No stapling or nailing. Simply bend flanges flat against blanket and install between floor joists, with vapor barrier surface down toward rooms below. Reflective surface is exposed to attic interior.

**Sales come easier—when you feature genuine**

**CELOTEX**  
REG. U. S. PAT. OFF.  
**BUILDING PRODUCTS**

THE CELOTEX CORPORATION, 120 S. LA SALLE ST., CHICAGO 3, ILL.

**NOTE**—Celotex Reflective Rock Wool Blankets are currently available in areas served by our plants in Red Wing, Minnesota, Lagro, Indiana and Birmingham, Alabama. If you are not sure of your shipping point, ask your Celotex representative, or drop us a card, today.

## new, improved CELOTEX REFLECTIVE ROCK WOOL BLANKETS

Here's the great new 2-in-1 insulation bargain more and more builders and homeowners are buying—because it provides more insulation per dollar, helps keep costs in line!

New, improved Celotex Reflective Rock Wool Blankets are designed for faster, easier application. Reflective surface faces exterior side, vapor barrier surface faces room side—for greater efficiency. Approximately 2" of rock wool PLUS a non-corrosive reflective facing insulate against both conductive and radiant heat.

New Celotex Reflective Rock Wool Blankets are clean and easy to handle. Require minimum cutting and fitting. Handy 8' lengths assure unbroken vapor barrier from ceiling to floor. Also available in 2' lengths.

So, if you are not already cashing in on the demand for this popular 2-in-1 insulation value—now is the time to start. Stock, display and promote new, improved Celotex Reflective Rock Wool Blankets without delay. To see samples, contact your Celotex representative now.

\* \* \*

**Celotex National Advertising  
sells for you... Here's proof!**

Edgar J. Clark, Mgr., L. A. Thise Lumber Co., Inc., Lafayette, Indiana, writes—"Purely on the basis of results, we are convinced Celotex's national advertising is doing the outstanding job for the lumber dealer. Through your ads in THE SATURDAY EVENING POST and other magazines you have supplied us with many excellent leads. For example, one lead you sent us has resulted in the sale of an entire house job."

How about *you*? Are you getting your share of the business that goes to alert building materials merchants who *feature* famous Celotex Building Products? Ask your Celotex representative how you can tie in with Celotex's powerful national advertising program. He's ready to help you.

# IDEAL COMPANION TO LUMBER SALES



**TWO SALES** mean **TWO PROFITS!** Every time a customer buys lumber or paint, he's in the market for protection against rot and termites, swelling and warping. You make *two sales* instead of *one* when you suggest Chapman *clean* Penta Wood Preservatives—Deep-Treat and Seal-Treat.

## Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

## Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE  
**CHAPMAN CHEMICAL COMPANY**  
DERMON BUILDING MEMPHIS, TENNESSEE



Stock and Sell Chapman's  
Complete Line of

*Clean WOOD PRESERVATIVES*

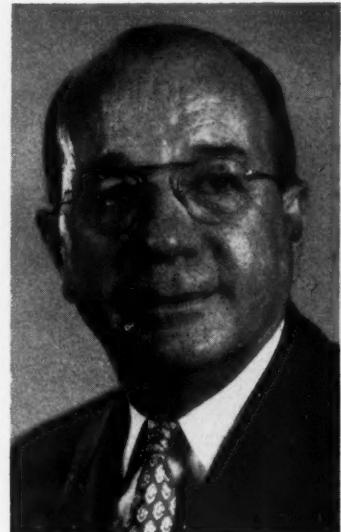
## WHO'S WHO AT SOUTHEAST DEALER FORUM AND SHOW

(From page 57)

work. He now serves as public relations director of both the National Retail Lumber Dealers Assn. and the Producers Council, Inc., national body of material manufacturers.

Wilson has been connected with the *Chicago Tribune*, Congoleum-Nairn, Inc., the American Meat Institute, Trade-Ways, Inc., and the Kroger Co. He is the author of two books: "Getting Things Done in Business" (1937) and "Getting Along with People in Business" (1950).

At the Southeast Dealer Management Forum he will introduce the new "National Association's Merchandising Calendar."



**HARRY L. LAWSON** is general manager of Bailey's Lumber Yards, Inc., in Miami, Fla., with which he has been associated since 1936. A native of Knoxville, Tenn., he was associated in the contracting business there with his father—and then with his brother in the lumber and millwork business there—after serving in World War I.

Except for five years during the depression, Lawson has been in the building supply business in St. Petersburg or Miami since 1925. He is past-president of the Florida Lumber and Millwork Assn., the Miami Exchange Club, and is active in the Shrine and Baptist Church.

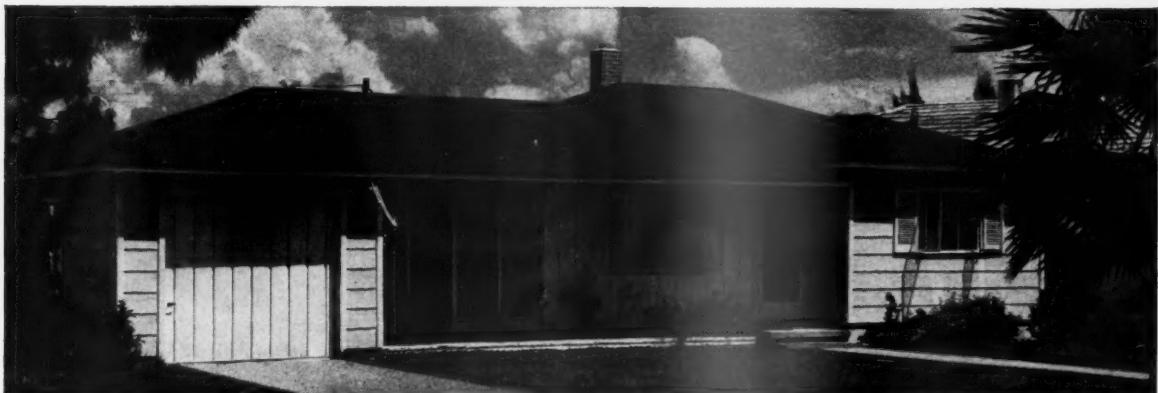
Lawson will discuss "Controlling

## 2 TOP PERFORMERS ON SOUTHERN HOMES



Attractive home of Mr. & Mrs. S. M. Alford, Columbus, Ga. Re-roofed with Certain-teed Woodtex Shingles.

## Certain-teed ASPHALT SHINGLES



Popular ranch-type home built by James E. Hendry, St. Petersburg, Fla. Roofed with Certain-teed Thick Butt Shingles.

On individual homes—on multimillion-dollar projects—more and more Southern builders today are using Certain-teed Asphalt Shingles. Certain-teed Woodtex Shingles—premium quality shingles with the graining built up—combine the beauty of hand-split wood shakes with the fire resistance and durability of modern asphalt.

Certain-teed Thick Butt Shingles are thicker where it does the most good—on the exposed part. Extra layers of asphalt and fire-resistant mineral granules give extra protection. Both Woodtex and Thick Butt Shingles come in a rainbow range of

popular colors and new pastel blends that your customers want. For top performance on any roof, recommend to them handsome, long-lasting Certain-teed Asphalt Shingles.

See Certain-teed Asphalt Shingles at the Southeast Building Material Show, Booth #37, Atlanta Biltmore Hotel, on Oct. 22, 23 and 24. Also new cutaway display of the Certain-teed Hummer System for laminated walls and ceilings.



## Certain-teed

REG. U. S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES • GYPSUM

PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • ACOUSTICAL TILE • INSULATION • FIBERBOARD

**CERTAIN-TEED PRODUCTS CORPORATION**

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

**This New Kind of Screen  
opens a BRAND New  
Market for You!**

*your customers want DURALL  
because ...*

1. Durall Goes Up From Inside in 9 Seconds
2. Durall Is Aluminum, Can't Rust or Stain
3. Durall Costs Less Than Old-Fashioned Screens
4. Durall Rolls Up to Store
5. Durall Is The Only Packaged, Complete Screen
6. Durall Fits Snug as a Clamshell

**Cash in on the Huge Demand  
for this NEW SCREEN!**

Five million Duralls have been sold in every state in the country but the market has hardly been scratched. Dealer upon dealer, in hardware stores and lumber yards, this year is stocking Durall exclusively. And powerful advertising in Life magazine is helping them to make fast, easy and profitable sales. Ask your jobber to supply you or write to:

**DURALL**  
ALUMINUM SCREENS  
NEW YORK WIRE CLOTH  
COMPANY  
63 Park Street, New Canaan, Conn.



"Installment Sales" at the first forum session of the Southeast Dealer Management Forum.



**MAURICE R. LARGE** is past-president of the Virginia Building Material Assn. and now serves as a member of the new Merchandising Committee of the National Retail Lumber Dealers Assn. A native of Philadelphia, Pa., he has resided in Farmville, Va., since 1910. He is half-owner and president of the Farmville Manufacturing Co., millwork manufacturers and building material dealers.

Large is a graduate of Hampden Sydney College and the University of Virginia law school. He practiced law from 1935 until 1946. He has served as president of the Farmville Chamber of Commerce, Lions Club, Masonic and IOOF orders. He is a member of the Farmville Town Council, chairman of the Prince Edward County School Board, and a director of a local bank and hospital.

This building material merchant will give his ideas on "Effective Dealer Advertising" at the first forum session of the Southeast Dealer Management Forum.

**WILLIAM C. HENRY** has been professor of accounting at the University of Tennessee since 1947. He is a certified public accountant in Ohio and Tennessee, and a member of the American Institute of Accountants and the National Assn. of Cost Accountants.

For six years, Henry has conducted

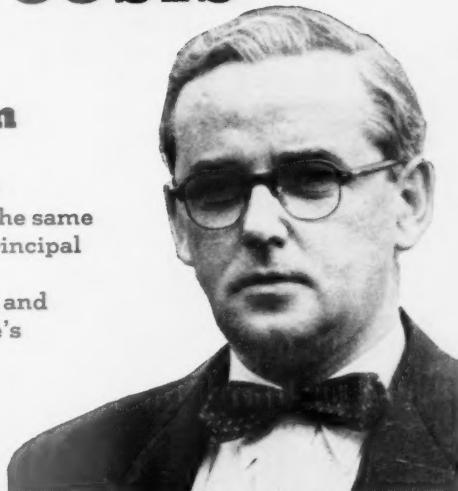
How Battle Creek dealer...

# Doubled sales, cut handling costs

## with Insulite's Shingle-Backer System

"Last year we sold 101% more Insulite than the year before... an increase of better than 180,000 feet! At the same time our handling costs were sharply reduced. The principal reason was Insulite's new Shingle-Backer System. Today, most of my customers use Bildrite sheathing and Shingle-Backer for double-coursed shingle jobs. Here's why this idea caught on fast... and how it helped cut our handling costs!"

**Tom Higgins**, Manager  
United States Lumber and Fuel Company  
Battle Creek, Michigan



**These sales advantages make selling easier.** Bildrite can cut sheathing time as much as 43%. 4-ft. widths eliminate need for corner-bracing (F.H.A. accepted). Does away with building paper. Shingle-Backer cuts under-coursing time in half! Produces deep, modern shadow-lines. Both products practically eliminate waste, increase insulation value of sidewall and are waterproofed throughout with asphalt. Both help customers build better for less.



**Save shed space, cut handling time.** Stack Bildrite outdoors. No need to worry about weather. It's waterproofed throughout with asphalt. Saves handling time, too. A car of Bildrite can be unloaded in half the time required for wood sheathing (saves as much as \$118 per car). Shingle-Backer saves shed space... requires 40% less area than wood under-course shingles. Comes securely packaged. Easier to load and unload. Speeds handling, expedites deliveries.

**Free kit for dealers** tells how the

Insulite Shingle-Backer Systems  
(Wood Shingles and Asbestos-Cement  
Shingles) can increase sales, reduce costs.  
Write Insulite, Minneapolis 2, Minnesota.



INSULITE DIVISION, Minnesota and Ontario Paper Co.  
Minneapolis 2, Minnesota  
INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS

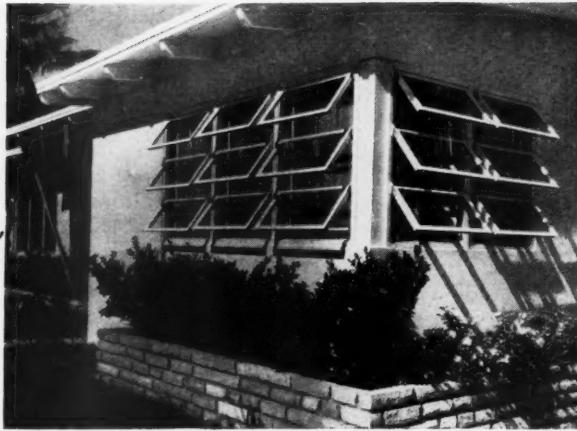
**It will pay you to sell**

# INSULITE

Made of hardy Northern wood



# Unsurpassed



## FOR DEALER PROFIT FEATURES

Quick turn-over through popular demand by architects, builders and consumers. Low inventory with just three sizes serving 75% of all requirements. Prompt delivery from a complete line of stock sizes and styles to fit every need. Low cost handling because each window is factory assembled for easy storage and one-delivery to the job.

## Gate City Perma-Treated WOOD AWNING WINDOWS

Pioneered by GATE CITY SASH & DOOR CO.  
"Wood Window Craftsmen Since 1910"

*Send Coupon For Dealer Information*

Please send Gate  
City Dealer litera-  
ture and infor-  
mation on sample  
display units.

GATE CITY SASH & DOOR CO.  
P. O. Box 901, Fort Lauderdale, Florida

SBS-10

Gentlemen: Please send complete information regarding dealership in Gate City Wood Awning Windows.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



WILLIAM C. HENRY

the "Cost of Doing Business" survey annually for the Tennessee Building Material Assn.

At this Southeast Dealer Management Forum, he will discuss "Applying Business Costs to Your Business."

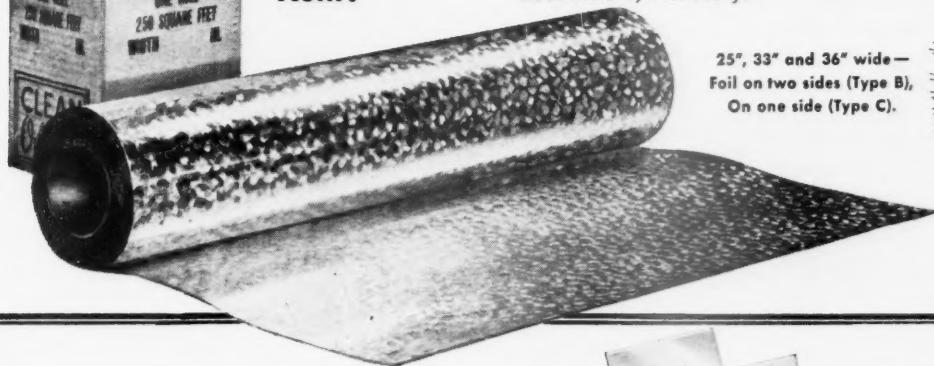


FOSTER B. STEWARD is director of the show division of the Southeast Building Material Show and Dealer Management Forum. Since 1922 he has conducted trade shows in Chicago, Cleveland, Kansas City, Milwaukee, Miami, and Atlanta. He is managing director of the semi-annual Southeastern China, Glass and Gift Show in Atlanta and of the biennial Southeast Automotive Show.

# REYNOLDS ALUMINUM REFLECTIVE INSULATION



The  
package  
that  
makes  
insulation  
a Traffic  
Item!

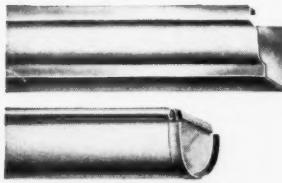


Lay this box flat and you've got 250 square feet of high efficiency insulation in scarcely more than one square foot of space. Roll out a few feet of that gleaming, handsomely embossed aluminum foil—or use Reynolds handy display—and you've got a real shopper-stopper. Now, tell your customer he can walk right out with enough of those 15 lb. rolls to do his attic... do it himself on his day off. Quote him the price...so much less than most bulk insulations! Show him how easy this is to put up, how clean to handle. Tell him the amazing story of radiant heat reflection...interiors up to 15° cooler, winter fuel bills slashed...perfect vapor barrier too! Then wrap up the deal with sale or rental of stapler, and an extra sale on staples. What a business! Mail coupon for more information. **Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.

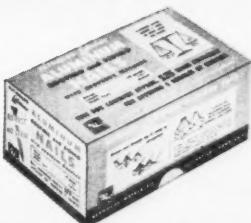
25", 33" and 36" wide—  
Foil on two sides (Type B),  
On one side (Type C).



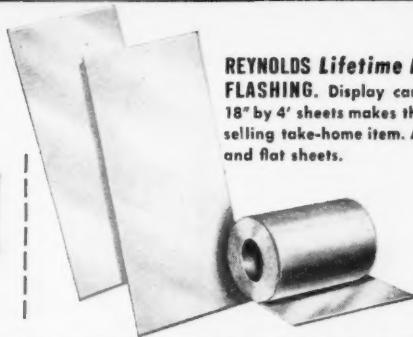
## STOCK THESE OTHER PROFIT-MAKERS



**REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS**  
Rustproof permanence and stain-free beauty at low price! 5" Ogee and Half-round, smooth or stippled finish. Also 6" industrial Half-round. Slip-joint connectors—no soldering. Complete accessories.



**REYNOLDS Lifetime ALUMINUM NAILS.** Rustproof, non-staining. Nearly three times as many nails per pound. In handy boxes and fibreboard kegs.



**REYNOLDS Lifetime ALUMINUM FLASHING.** Display carton of ten 18" by 4' sheets makes this a quick-selling take-home item. Also in rolls and flat sheets.

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COMPANY NAME.....

ADDRESS.....



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SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

## Presiding Officers at the Southeast Dealer Forum

**W. S. SEXTON** is president of the Tennessee Building Material Assn. He has served in the building industry for 29 years after completing the Knoxville public school course. He worked in Kentucky, Florida, and Alabama before settling in Knoxville, where he is president of the City Lumber Co.

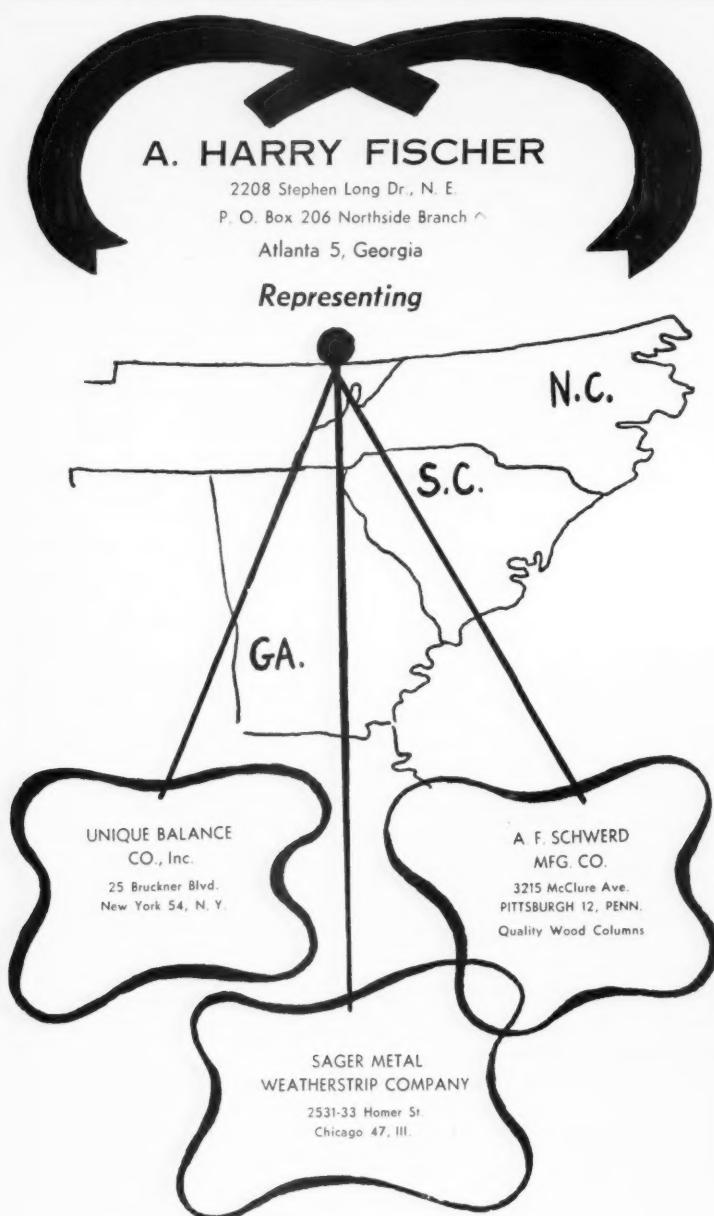
"Red" Sexton is secretary-treasurer of the Clinton (Tenn.) Lumber Co.,

and a past-president of the Lions Club in Knoxville. He will preside at the Thursday luncheon session of the Southeast Dealer Management Forum.

**W. O. McNAIR** is president of the Building Material Merchants of Georgia after serving as vice-president for a year. Before serving in the U. S. Army during World War I, he was



**W. S. (RED) SEXTON**



stenographer-bookkeeper for a clothing store. He has been in the lumber and building material industry since 1919, first in Unadilla, Ga., and since 1922 in Macon, Ga.

He organized the McNair Lumber and Supply Company in Macon in 1933. It retails and wholesales building materials in middle and southern Georgia. McNair was an organizer of the Ingleside Baptist Church, serves as advisory board chairman of the Salvation Army, and is active in the Exchange Club and Shriners.

At the Southeast Dealer Manage-



**W. O. McNAIR**

# There's Big Profit Ahead when

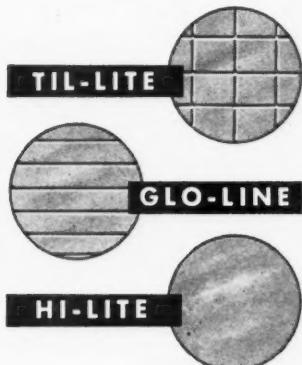
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Now you have **something** to attract the "Do It Yourself" customer—and it doesn't cost you a thing. AFCO furnishes everything, and you will profit by the sale of AFCO products and **other** building supplies. The "Do It Yourself" market is a big one—and here is your opportunity to get your share of its profits. Don't Delay! Be the first in your area with this customer-pulling promotion. For further details, use the coupon below.



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City \_\_\_\_\_ State \_\_\_\_\_

**A & F TILEBOARD CO., INC.**  
ALEXANDRIA LOUISIANA

ment Forum, he will preside over the second forum session, on "Aids to Management," Friday afternoon.

**B. FRANK EDWARDS** is president of the Florida Lumber and Millwork Assn. He started in the lumber business at age 18 as a shipping clerk for the Townsend Sash, Door and Lumber Co. in Lake Wales, Fla. After some bookkeeping experience he was made manager of this firm's line yard in Frostproof in 1929. He was

moved in 1941 to Tampa as branch manager and then in 1946 formed a corporation that purchased the branch, which now operates as the Edwards Sash, Door and Lumber Co.

Edwards has been president of the firm from the start and has served as president of the Tampa Builders Exchange and Hoo-Hoo Club.

Now vicegerent snark of the Tampa Bay Hoo-Hoo area, he will preside at the Friday luncheon session of the Southeast Dealer Management Forum, when Dr. Goodwin will speak.



**B. FRANK EDWARDS**

**WILLIAM T. SPENCER** is the Southeastern member of the Executive Committee of the National Retail Lumber Dealers Assn. He has been tee activities since 1933.

Bill Spencer is president of the Spencer Lumber Co. in Gastonia, N. C., where his firm specializes in millwork and wood products for textile mills along with a retail building supply business. He is a member of the Southern Woodwork Assn. and past-president of the Carolina Lumber and Building Supply Assn.

At the Southeast Dealer Management Forum, he will preside over the first forum session on "Taking Sales Out of Competition."

## Star of the Show!

And Now YOU Can Get  
Into the Act



*Permalume*

SHOWER DOORS • TUB ENCLOSURES

DAYLIGHT SHOWER STALLS

Aggressive building supply people, with an eye to the high profits and growing demand of Permalume Shower enclosures, are displaying and stocking this superior line. Made by the world's largest exclusive manufacturer of shower enclosures.

*Shower Door Company  
OF AMERICA*

973 Peachtree St., N.E., Atlanta, Georgia  
"Beautifying the Nation's Bathrooms"

See the stars of the  
Southeast Building  
Material Show in  
Booths 51 and 52 at  
the Atlanta Biltmore,  
October 22-24.



## Regional Meet "More Beneficial to Exhibitors and Dealers"

**AS ONE OF** the co-sponsors of the Southeast Management Forum and Building Material Show in Atlanta, the Florida Lumber and Millwork Assn. is giving dealers in Florida an opportunity to attend a convention, with exhibits, at a regional level. Since it has not been practical to have exhibits in connection with our annual state conventions, we believe that the Atlanta forum and show answers the requests that have been made by both suppliers and dealers for conventions

By MARIE BENNETT

with exhibits for Florida dealers.

However, the regional meeting will be even more beneficial to both exhibitors and dealers through a large attendance of dealers and the fine facilities for a great number of exhibits.

Everyone knows the benefits of attending a state convention, when dealers from all sections of the state get together to exchange business ex-

periences. At the regional meeting, panel members will be dealers from the Southeast who are making outstanding successes of the various phases of operating a retail lumber and building material business.

This is a wonderful opportunity for the dealers in Florida—and neighboring states—to make plans for the future by seeing the latest developments in building materials and by hearing experts discuss the many important subjects on the program.



**MRS. MARIE BENNETT** is secretary-treasurer of the Florida Lumber and Millwork Assn., Orlando, Fla., a co-sponsor of this Southeast dealer convention.



**ROBERT O. BROWNLEE** is secretary-manager of the Tennessee Building Material Assn., Knoxville, a co-sponsor of this Southeast dealer convention.

**CATALOG NO. 10**

**SOUTHERN**  
*Thresholds and Weatherstrips*

Illustrations of various threshold and weatherstrip products, including:  
A147, A042, Z101B, SCHOOL BUILDING, A700, A135 7/8", A136 1 1/8", A130, and A208.

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- **Economically**
- **Smoothly**

Channel, inserts, lock handles, corner inserts are engineered for utmost simplicity and long, hard wear. This RIGID screen is easily fabricated. Specially designed cut-off saw at low cost, wire roller and mallet are all the tools necessary.

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Hundreds of screen fabricators have turned to VULCO channels and parts exclusively because you get

1. **A full, complete line of parts and hardware.**
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since 1945.

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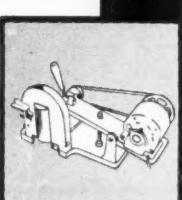
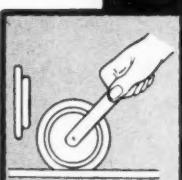
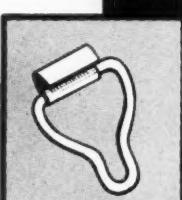
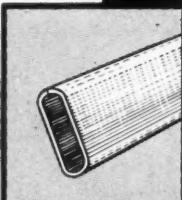
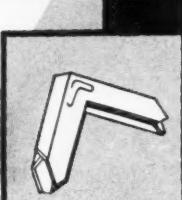
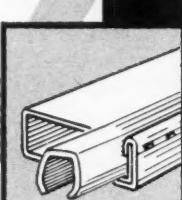
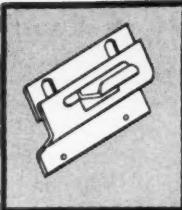
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## Forum and Show Exemplify "Golden Rule and Cooperation"

By Joe Rowell

Counselor to the Building Material

Merchants of Georgia

The **Golden Rule** and the doctrine of cooperation are forcefully exemplified in the informative program of the SOUTHEAST DEALER MANAGEMENT FORUM and BUILDING MATERIAL SHOW, cooperatively developed by the Florida Lumber and Millwork Assn., the Building Material Merchants of Georgia, and the Tennessee Building Material Association.

Here are three major reasons why our Georgia dealer organization is glad to cooperate in this industry enterprise:

1. The well-known benefits of state conventions are greatly increased by enlargement of the area from which a larger number of dealers will attend and thus offers more opportunities to exchange ideas and experiences.

2. The larger potential attendance encourages more exhibitors and multiplies the opportunities for dealers to pick up ideas about attractively displaying products in their stores.

3. The collaboration of the officers of the three associations has produced a program which will introduce the greatest array of outstanding talent from within our industry ever presented to any group of dealers and their suppliers.

— 13 —

## Southeastern Dealers Deserve Larger Convention and Exhibit

By Robert O. Brownlee

Secretary-Manager of the Tennessee

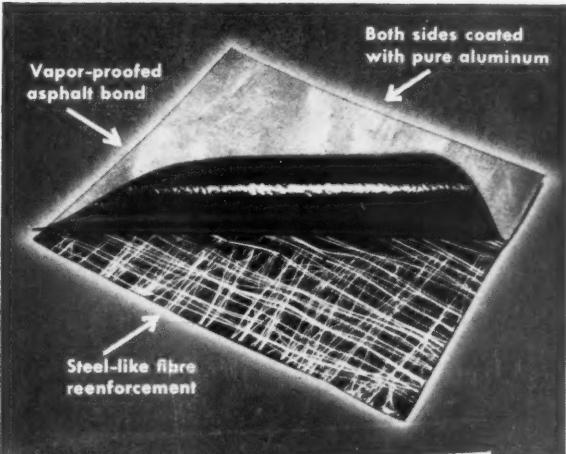
Building Material Association

**WE HAVE LONG FELT** that the members of our industry located in the Southeastern States needed and deserved a dealer convention and building material exhibit much larger than circumstances would permit any of the individual associations holding.

We believe that the Southeastern Show in Atlanta, October 22, 23 and 24, 1953, will be the answer to this problem. It is our intention to invite all building material dealers in Tennessee, members and non-members, to attend this meeting and we are sure that it will be a most profitable investment for them.

If this first meeting attracts sufficient dealers and exhibitors to justify itself, then, in our opinion, it will be but the first step to larger and better Southeastern Building Material dealer meetings.

# Here's Why Sisalation IS MORE PRACTICAL... EASIER FOR YOU TO SELL!



... Because Only Sisalation  
Offers these 5 Big Advantages—  
at one low cost!

- 1 2-way reflective insulation—equivalent value of about 1-inch of bulk type insulation.
- 2 Dependable prevention of costly condensation damages—paint peeling, wood rotting, plaster ruin.
- 3 Protection against entry of drafts, dust, etc.
- 4 The unequaled strength of close reenforcing in both directions for fast, sure, low cost application and enduring performance.
- 5 Minimum storage problem . . . Sisalation is compact in rolls.

All for 1 low material and labor cost!

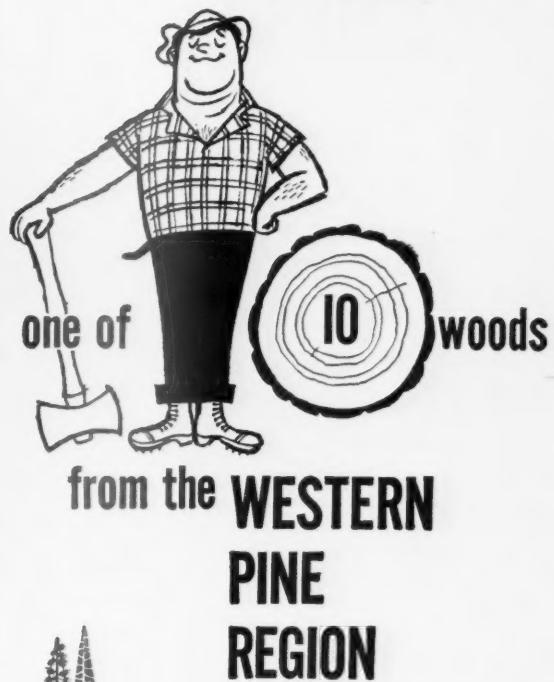
Because of its amazing strength, Sisalation is easily stapled in place without rips or tears. Nationally-advertised, pre-sold Sisalation is available in 36" and 48" widths. For further information write Dept. SuS-1U



The SISALKRAFT Co.

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Because of its light weight, pale color, even grain and small tight knots, this softwood has a particularly wide range of uses, from rough construction to interior finish and fine cabinetwork. Easy to work, nails without splitting, and holds nails and glue firmly.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDaho White Pine  
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THESE ARE THE ASSOCIATED WOODS

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White Fir • Engelmann Spruce  
Incense Cedar • Red Cedar  
Lodgepole Pine



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**FOR CUSTOMER ACCEPTANCE!**

**FOR UNDUPLICATED BEAUTY!**

Distinctive Amerwood pre-finished paneling will help you capture the untapped remodel . . . rebuild . . . redecorate market. It's easy to sell because it's easy for your customer — the home craftsman — to install Amerwood with a *minimum* of trimming and fitting. In five distinct "customer-accepted" decorator colors: umber (natural), gray, green, white and red. Ideal for decorating the interior of *any* home. Made of top-grade  $\frac{3}{4}$ " Yellow Pine, eased (shiplap) joint, in 6" and 8" widths, available in 4, 6, 8, 10, 12, 14 and 16-ft. lengths. Packaged for your protection . . . for customer satisfaction.

**INTERESTED IN '54 SALES AND PROFITS?**  
ORDER "CUSTOMER-ACCEPTED"  
AMERWOOD PRE-FINISHED  
PANELING FOR CASH RESULTS!

**FREE** Clip this handy memo to your letterhead and mail today!

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Please send me free samples, dealer's price list, and customer literature.

Your Name \_\_\_\_\_



**JOSEPH G. ROWELL** is counselor to the Building Material Merchants of Georgia and also the Southern Woodwork Assn. He has served in the building material industry since 1933, first in Alabama and now Georgia. He is chairman of the Program Committee of the first Southeast Dealer Management Forum and Building Material Show.

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**DUO-FAST AUTOMATIC TACKERS**  
for Tacking  
INSULATION • CEILING TILE  
BUILDING PAPERS  
SCREEN WIRE

Staple Tackers      Automatic Hammers

These automatic tackers save you time, money, and energy. One hand does the job. Staples are driven securely as fast as you operate tacker. Let Duo-Fast Tackers do your work for you.

Free Service. You'll like the Duo-Fast Free Maintenance Service available to all Duo-Fast users.

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**SURE OF PROFITS!**

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Prestile's beauty is baked in. It's tough, durable, non-chipping—lasting beauty that creates satisfied customers.

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Complete stocks and prompt delivery enable you to fill Prestile orders in every size, pattern and color.

*From every standpoint,  
it pays to push Prestile!*



**PRESTILE**  
"De Luxe Tileboard of Lasting Beauty"

*Write*

Clip this handy memo to your letterhead and mail today!

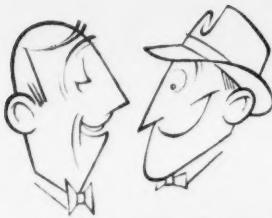
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Your Name \_\_\_\_\_



TELL YOUR CUSTOMERS  
They'll never have  
to PAINT

• **TENSION-tite\***  
**ALUMINUM SCREENS**



- They never rust or stain . . . never need painting.
- Installed from inside in less than five minutes. No ladder needed.
- They cost less than wood-frame screens.
- Sizes for all double-hung wood windows.

**EXCLUSIVE GUIDE BAR**

Detaches to serve as a template for locating correct position for the top and bottom screws. Returned to the screen, it becomes an adjustment bar, closing any space between screen and sill.

Write for names of nearby jobbers who stock TENSION-tite aluminum screens

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**LESLIE LOUVERS**



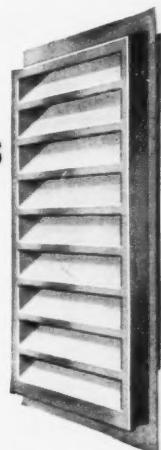
**SLANT ROOF LOUVERS**

Fit any pitch roof . . . guaranteed weather tight . . . easily installed. Exclusive features include over-flashing below screened opening and DEEP baffle inside to stop wind-driven rain. Has 3" flange all around. Made from 26 ga. galvanized steel, .025" aluminum, or 16 oz. copper, with screen openings of 10" x 3" or 20" x 3".



**FLUSH FLANGE LOUVERS**

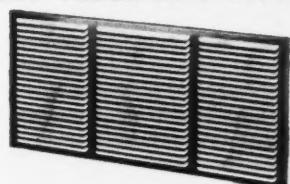
Adaptable to frame, brick or veneer walls . . . easily installed . . . front edges of louver vanes are flush with frame. Available in 26 ga. galvanized steel or .025" aluminum in these popular sizes: 12" x 18", 12" x 24", 14" x 24", 18" x 18", 18" x 24", 24" x 24", 24" x 30". Screened.



**SELF-CASING LOUVERS**

For new construction or on re-siding jobs . . . integral center flange provides a sealing and attaching surface to sheathing underneath siding. Frame channels provide rigidity and eliminate dirt-catching corners where Louver vanes and sides meet. A drip edge at the bottom and a sloping top are other exclusive features. Available in 26 ga. galvanized steel, or .025" aluminum in all popular sizes up to 14" x 24". Screened.

**NEW!!! LOW-COST UNDER-EAVE VENT**



Available in 26 ga. galvanized steel, or .025" aluminum. Screened. Sizes 16" x 8" and 16" x 4".

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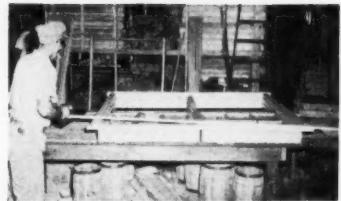
VISIT OUR DISPLAY  
BOOTHES . . . 17, 18, 19

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# WASHINGTON NEWS



**REPRESENTING** all elements of the housing industry and every section of the country, an Advisory Committee on Government Housing Policies and Programs was appointed last month by President Eisenhower. With Albert M. Cole, administrator of the Housing and Home Finance Agency, as chairman, the committee is to advise the President as to the Federal role in meeting the nation's housing needs.

Due to receive the committee's attention and recommendations are these HHFA activities: slum clearance, community redevelopment, aid to public low-rent housing, small home and apartment mortgage insurance, and supervision of home-financing institutions.

Representing the retail lumber industry on the advisory committee is Norman P. Mason, past-president of NRLDA and chairman of the Construction Advisory Council of the Chamber of Commerce of the U. S., of North Chelmsford, Mass.

The executive committee for the Advisory Committee on Government Housing Policies and Programs includes Chairman Cole, George L. Bliss, New York City home loan savings official; Ernest J. Bohn, Cleveland, Ohio, housing authority director; Rodney Lockwood, past-president of the National Assn. of Home Builders, Detroit, and Aksel Nielson, Denver title guaranty official.

Other members of the advisory committee are:

Ehney A. Camp Jr., Birmingham, Ala., life insurance official; A. R. Gardner, Chicago home loan bank president; Richard J. Gray, AFL officer, Washington; R. G. Hughes, NAHB vice-president, Pampa, Tex.; William A. Marcus, San Francisco trust company officer.

Robert M. Morgan, Boston, Mass., savings bank official; Thomas W. Moses, American Legion Housing Committee chairman, Pittsburgh; Robert Patrick, Des Moines life insurance official; John J. Scully, New York City bank official; James Thimmes, CIO Housing Committee chairman, Washington; Bruce Savage, Indianapolis realtor.

Alexander Summer, Teaneck, N. J., realtor; Ralph T. Walker, AIA past-president, New York City; Paul R. Williams, Los Angeles, and Ben H. Wooten, Dallas, Tex., bank official. W. Herbert Welch, of Buckhannon, W. Va., is executive director of the committee.

**HHFA ADMINISTRATOR COLE**, in a September 22 speech before the U. S. Conference of Mayors, held at Montreal, Canada, explained that "between now and the first of next year, when Congress will reconvene,



the President expects to obtain a series of housing recommendations from the advisory committee's review. The President has made it clear that he is seeking positive and definitive proposals, and not negative answers."

A week before at the annual meeting of the material manufacturers in Pittsburgh, Cole reported to the Producers Council that during his "shirt-sleeve" conferences in Washington and around the country with interest and industry groups, he found that "slum clearance and rehabilitation of existing properties has captured the imagination of virtually everyone who has an interest in housing.

"With fewer new families being formed now than in the immediate post-war years, we still have less pressure, in a strictly arithmetical sense, to concentrate our productive efforts on new houses alone. It would seem ordinary good sense to me that every opportunity should be taken to turn our attention to the improvement of our existing dwellings while we have a breathing spell, so to speak, in terms of high demand for new housing."

**A MAN WITH** 30 years' experience in the oil, lumber, and construction industries has been appointed commissioner of community facilities and special operations for the HHFA. He is John Hazeltine, a native of Arizona and a graduate of Stanford University. He formerly was assistant manager of the Richfield Oil Corporation's construction and maintenance department in Los Angeles.

**SUCCESSOR** to the Small Defense Plants Administration and the Reconstruction Finance Corp. on September 28 was the Small Business Administration. William D. Mitchell is administrator. From headquarters in the Lafayette Building in Washington, SBA will carry on these specific programs, Mitchell has announced:

1. Foster the development of state-wide and local pools of private capi-

tal, in which banks and other institutions and individuals can participate. SBA will do its part with the \$55-million revolving fund that Congress provided for small business and disaster loans during the current fiscal year.

2. Develop plans for promoting a larger share of business—from public and private purchasers alike—for small firms. (SBA estimates there are nearly 4 million such concerns.)

3. Stimulate the use of home talent and know-how to assist small firms with their managerial and technical problems.

SBA Administrator Mitchell is a native of Utah and a business graduate of its state university. He studied law at Stanford and then served with the U. S. Army Corps of Engineers for four years, mostly on military supply and procurement. He has since been counsel and assistant president of a Colorado truck shovel manufacturing firm.

**\$50 BILLION**—that's how much experts agree we'll have to spend on our U. S. highways during the next decade to make them safely and economically useful for our growing line of autos and trucks. A National Highway Conference will be held in Washington, December 8-9, under the auspices of the Chamber of Commerce of the U. S. Recommendations for Federal highway policy are to be drawn up at this conference.

## Producers Study Ways to Improve Council

The Producers Council, national organization of building material manufacturers, held its annual meeting and chapter presidents' conference at the William Penn Hotel in Pittsburgh, Pa., September 16-17.

Beryl Price, A.I.A., spoke on the "Profitable Cooperation Between the Chapters." John L. Haynes, PC managing director, reported on "The Council's Progress."

During a work shop and clinic, 10-minute reports covered "The Kansas City Plan—Clinics on Building Materials," "A New Idea for Table Top Exhibits," "The Effectiveness of Advance Program Planning," and "How to Expand Chapter Services Beyond Chapter Cities."

The meeting concluded with thoughts on increasing the prestige of council chapters and the need for strong chapter organizations. The topic was covered by Robert S. Wylie, president of the New York chapter, and Russell M. Jamieson, Producers Council field director.

# SUPPLY & DEMAND

**THE RECORD PACE** of construction activity during the first free (from government controls) year will exceed any year on record, thus continuing to an unexpected peak a spectacular eight-year rise since the end of World War II, it is predicted by the Construction and Civic Development Department of the Chamber of Commerce of the U. S. in its *September Construction Markets*.

"A year ago, construction was carried on a controlled market," the bulletin pointed out. "Materials were allocated; private building was closely restricted; material prices were controlled; wages (in theory) were controlled; credit was controlled, and rent was controlled. . . . The incoming administration proceeded expeditiously to dismantle the controls program. . . . Except for rent, therefore, the market was virtually free by the time spring building got well underway. With this new elbow room, and the assurance of Congress that controls would not be arbitrarily reimposed, construction at once moved ahead with great vigor to exceed the earlier forecasts."

The 1954 outlook for private residential building? "We may contemplate . . . an expenditure in 1954 of something around \$11.0 billion on the Department of Commerce base (compared with the \$11.7 billion estimated for 1953) and a total of starts hovering not far below one million family dwelling units.

"Expenditures for alterations, repairs, and maintenance of existing buildings should be greater during 1954 than in 1953. The steady increase in population forces a demand for added rooms. The continued advance in building technology provides numerous possibilities for home improvement. The virtual ending of rent control provides a special incentive to the modernization of apartment property.

"In 1954 the prospects for commercial building modernization are equally bright. For example, the substantial competition that existing office buildings (most of them 20 or more years old) face from the large number of up-to-the-minute structures recently put on the market will be very keen."

**A NEW TYPE** of meeting has cropped up between jobbers and dealers in plywood in recent months. It's a combination educational and promotional meeting sponsored in local distribution centers by jobbers for their retailing customers. The two-fold purpose is to help lumber dealers step up their selling and to help the jobbers do a better job of serving their dealers.

Six such meetings were held in August with W. E. Difford, managing

director of the Douglas Fir Plywood Assn., as the featured speaker and with Barney Gallagher, secretary-treasurer of the Southern Sash and Door Jobbers Assn., as the emcee. They were held in Oklahoma City; in Lafayette and New Orleans, La.; in Tampa and Miami, Fla., and in Dallas, Tex.

Similar meetings were planned for Atlanta and Savannah, Ga.; St. Louis, Mo.; Richmond, Va.; Amarillo and Houston, Tex., and points north.

At these meetings Difford stresses the two emergent trends in building material merchandising: suggestive selling and "do-it-yourself" promotion.

**IN BEHALF** of the latter market, the Douglas Fir Plywood Assn. has teamed up with Grape-Nut Flakes to distribute do-it-yourself patterns for "collector's items" furniture. Full-size patterns for early American furniture accessories will be placed in 6.5 million boxes of the cereal that go on grocers' shelves about November 1. To be promoted in radio and TV ads, the patterns will include the Penn. wall box, Williamsburg wall shelf, early American courting mirror, Pilgrim cradle, Dutch tulip knife box, and the Pilgrim footstool.

With plywood now discounted 11% on the mill price list, dealers can well make a "special" of this material for the do-it-yourself gang this fall. Another item that falls into line are paint rollers for redecorating homes, etc. One manufacturer estimates that 8 million paint rollers will be sold this year for an average retail price of \$3.

**HOUSING STARTS** dropped slightly in August to an estimated total of 94,000—2,000 under July and 3,000 under the previous August. With a 4,100 upward revision in starts estimated for May, the total for this year in eight months was 2,300 more than for eight months in '52.

The 1953 survey of consumer finances, conducted by the Federal Reserve System, reveals that "the elements underlying housing demand were still strong early in 1953. A larger proportion of the consumers at that time reported plans to buy new and existing houses during the coming year than in the previous two surveys. Those planning to buy this year expected to pay about the same amount for their houses as was paid on the average in 1952."

**RETAIL SALES** of building materials during the first seven months of '53 were 3% greater than for that part of last year, but July sales were 3% less than they were a year before, according to the U. S. Department of Commerce.

At the same time, sales by whole-

salers were reported up 5% for year and 6% for the month. The wholesale price index for lumber and wood products in August stood at 120.5—same as for 1952, but 0.5 under July '53.

**WITH RETAILERS** in most Southern metropolitan centers complaining about the "irregularity" or bypassing by jobbers and manufacturers in supplying new construction jobs, the publication anew by a Memphis jobber of this "distribution policy" was good reading to customers:

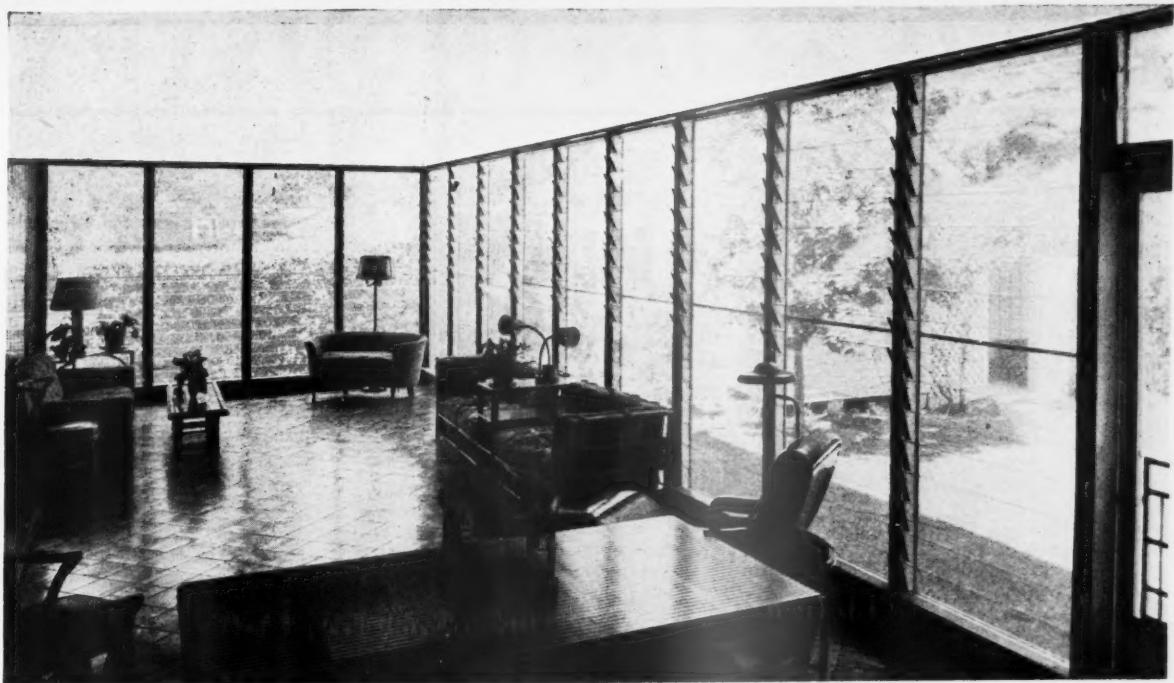
"We believe that the best interests of the building material dealer are our own best interests. Because of this belief, the basic and essential principle of our policy is to support, in every way possible, the profitable distribution of building materials through the retail dealer. We sell through the retailer because we believe that, through his store, building materials can more economically and satisfactorily reach the man we all depend upon—the customer."

**BY PLANTING** 65,907,000 seedlings during the 1952-53 season, the Southern lumber industry has topped its previous reforestation records, according to a Southern Pine Assn. report. More than 97% of the seedlings were purchased by the industry from state-operated tree nurseries.



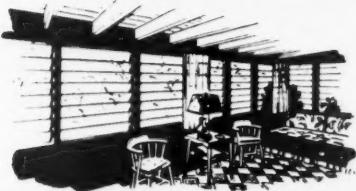
## IDENTIFIES PLYWOOD

This seal identifies genuine hardwood plywood produced according to quality standards by members of the Hardwood Plywood Institute. It appears either as a pasted seal or rubber-stamped on the panel when practical, and on the panel end when both surfaces should remain clear. This marking, put into effect September 1, distinguishes hardwood plywood from substitute products with imitation hardwood finishes.

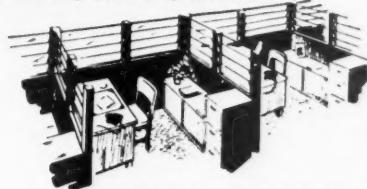


# SUN-SASH

*... America's largest  
selling lowest cost  
louvred window!*



SUN-SASH is perfect for porches, breezeways, patios . . . kitchens, bathrooms, bedrooms



SUN-SASH in commercial installations are modern, efficient and inexpensive.

#### LOUVED WINDOW FACTS:



SUN-SASH . . . gives you more added WEIGHT! Almost twice the weight of any other window of its type. Extra weight means extra life—no warpage—makes for better installation.

**WRITE FOR FULL DETAILS AND PRICES NOW!**

**SUN-SASH COMPANY**

SBS-1 38 PARK ROW NEW YORK 38, N.Y.

Please send me full information on how I can become a Sun-Sash dealer.

Name.....

Address.....

City..... State.....



# NEWS of the INDUSTRY

## Seasonal Advertising and Promotion Schedule Adopted; Calendar Issued

TO CREATE maximum impact in their merchandising efforts, retail building material dealers and building product manufacturers plan to coordinate their advertising and promotional efforts on four seasonal themes during the year.

Beginning in 1954, the dealers and manufacturers of building materials have agreed on these four themes and schedule:

**February**—Build a new home.

**May**—Get your home and garden ready for summer.

**August**—Add a room.

**October**—Get your home ready for winter.

The idea for this coordinated advertising and promotion effort was advanced at a management conference held during the spring meeting of the directors of the National Retail Lumber Dealers Assn. last May. The plan was approved by the board and developed by a new NRLDA Merchandising Committee.

It was enthusiastically endorsed by the advertising executives of 10 manufacturers who met with the committee on September 15. The represented companies include Armstrong Cork, Celotex, Certain-teed Products, Libbey-Owens-Ford Glass, Masonite, Pittsburgh Plate Glass, Sherwin-Williams, U. S. Gypsum, Yale and Towne, and Zonolite.

The national dealer association will urge its members all to feature the seasonal themes in their advertising and displays during one or more weeks of the months selected. Participating manufacturers will incorporate the same themes into their advertising and promotional materials in appropriate ways during the four months.

Individual dealers will write their own advertisements and plan their own displays to suit local conditions. Thus, the consumer will hear and see the same general story at the same time in national media such as magazines, radio, and television, and through local newspapers, radio announcements, and telecasts.

At the joint September meeting, plans were made for the manufacturers, including many not represented, and the NRLDA Merchandising Committee to meet together regularly. The next meeting may be held in November. Russell Nowels, of Rochester, Mich., is chairman of the dealer committee.

The new Merchandising Calendar of the National Retail Lumber Deal-

ers Assn. is being distributed to members through its 32 federated associations.

An "Advertising and Display Guide," the calendar is intended to make it easier for dealers to spend their advertising money wisely and to use their display space effectively.

Issued as a chapter in NRLDA's *Dealer Operating Guide*, the calendar is "based on six basic principles approved unanimously by NRLDA's Merchandising Committee which developed the Calendar. Those principles are:

"1. All advertising — newspaper, radio, direct mail, billboard, or any other—and all displays should be planned and coordinated carefully in advance.

"2. Each newspaper display advertisement should feature a central theme or 'package' or way to use materials.

"3. The season of the year should be taken into account when selecting the central theme to be featured.

"4. The best products to include in a newspaper advertisement, along with the central theme, are those which can be used in carrying out the theme.

"5. Each advertisement also should describe or mention the services which the dealer offers to customers who respond to the advertising.

"6. In any given week or month, the themes selected by different dealers may vary according to geographical location, the types of customers they wish to appeal to, the types of materials they handle, and other variable factors."

**Part I** of the Merchandising Calendar lays out a whole year's merchandising program—first by seasons, then by months, and then by weeks. More than 52 weekly themes are listed because of the geographical and other variations.

The NRLDA Merchandising Committee recommends that dealers regard this calendar as a helpful guide, not as an inflexible schedule to be followed strictly 'as is,' and urges every dealer to make up his own calendar to meet his own conditions and preferences, based on the principles and specific suggestions presented in this calendar.

The committee based the calendar on central themes or packages—"Build a garage," "Add-a-room," "Keep cool this summer," "Enclose your porch"—instead of a list of unrelated products, such as studs, roll

roofing, hardboard, wall tile, in the belief that it pays to suggest a timely, seasonal end-use for the products sold by dealers.

**Part II** of the calendar consists of a Product Chart to guide dealers in selecting products to be offered in their newspaper advertisements along with the central themes. For example, if the advertisement features the desirability of finishing an attic room, the individual products included in that advertisement might be a disappearing stairway, ceiling tile, plywood, and cedar closet lining.

The 12 types of customer services commonly offered by dealers are listed and explained in Part III of the calendar. The idea is, for example, that the dealer who is prepared to help customers arrange time-payment loans should tell them so when his advertising features a garage or some other package involving a fairly large expenditure.

## Management Clinic Offers New Features

Attracting dealers from several Southern states, the third annual Building Material Management Clinic at the University of Tennessee in Knoxville, November 17-20, will offer two new features.

According to R. O. Brownlee, secretary-manager of the sponsoring Tennessee Building Material Assn., these will consist of free consultation on operating-cost problems between enrolled dealers and an expert accountant, and of a consumer panel on what the public thinks of their merchandising methods and services.

The enrollment fee for the four-day course is \$50. It includes two nights of entertainment, notebook, and certificate. The students will stay at the Andrew Johnson Hotel.

This year's curriculum will include more panel and discussion periods.

Three or four consumers, including a contractor, will appear on one panel. These "customers" will tell the dealers where their merchandising facilities and aids in using material fall short of public expectation. The panel members will also answer questions from the class.

Dealers enrolling in the course will be invited to bring their 1952 operating statement with them, so W. C. Henry may analyze it and advise them of the weakness and strength of their operations. He is professor of accounting at the University of Tennessee and a certified public accountant. For six years, Henry has conducted the TBMA "Cost of Doing Business" surveys.

So many ways to use...  this abundant ability wood



Weyerhaeuser 4-Square bevel and bungalow siding of West Coast Hemlock is noted for its paintability as well as its durability.



This West Coast Hemlock floor looks new after 17 years of hard use. Hemlock is dense, resilient, stable—and is often called the "hard softwood" because the fibers mat together and harden as the wood ages.

# Weyerhaeuser 4-Square WEST COAST HEMLOCK

## The "Ability Wood"

Some woods are known for their beauty . . . some for strength . . . some for durability. Only a few combine these desirable features.

One of these multi-purpose woods is West Coast Hemlock, a softwood species grown only in the Pacific Northwest. A mild climate gives this wood an even texture. The grain is straight. It contains practically no pitch, and has very few small, tight knots. There is a minimum of checking and splin-

tering in West Coast Hemlock. It is stiff and strong . . . the stress grades of Hemlock dimension include 1600 f. select structural, 1450 f. No. 1 and 1100 f. No. 2. Yet Hemlock is remarkably light to handle, and one of the easiest softwoods to cut and shape. These natural advantages, plus the benefits of careful processing, result in a wide range of Weyerhaeuser 4-Square West Coast Hemlock lumber items that are interchangeable with other leading softwoods. The variety of uses is so great that this Hemlock has earned the name "Ability Wood."

Because West Coast Hemlock is such a remarkably versatile wood—because it is abundant—and because it has a long record of successful service in many applications, dealers are confidently recommending West Coast Hemlock to their customers.

Write for literature that will help you sell more Weyerhaeuser 4-Square West Coast Hemlock . . . the abundant "Ability Wood."

### PROPER PROCESSING OF HEMLOCK

Through scientific logging, accurate sawing, controlled kiln seasoning, precision surfacing, proper grading, careful handling and shipping, Weyerhaeuser provides this abundant "Ability Wood" in a wide range of 4-Square West Coast Hemlock lumber products.

### Weyerhaeuser 4-Square LUMBER AND SERVICES

WEYERHAEUSER SALES CO., ST. PAUL 1, MINN.

EXPAND YOUR MARKET FOR HEMLOCK...THE ABUNDANT "ABILITY WOOD"

OCTOBER, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

## Bird Roofing Plant Going Up in Carolina

Bird & Son, Inc., will build a \$2,250,000 asphalt roofing plant and granule plant at Charleston, S. C. President Axel H. Anderson announced that 48 acres of land have been purchased at Stark Industrial Park on the Ashley river.

Construction will start this fall and the plant is expected to be in operation by next summer. It will employ 150 people and will serve the Southeast, particularly the Carolinas, Virginia, Tennessee, Georgia, Florida, and part of West Virginia.

A modern roofing machine will be built 500 feet long, the longest machine in the country. It will have all the latest refinements for fast and efficient production of a full line of quality asphalt shingles and roll roofings. The plant will also produce plastic cements and roof coatings.

The building to house the equipment will have a floor area of more than 100,000 square feet. It will be 900 feet long and vary in width from 60 to 160 feet. Included in the plans is a warehouse with 42,000 square feet of storage area.

Adjacent to the roofing plant, a granule plant of 6,000 square feet is being built. This will crush and color the surfacing material for Bird shingles and roll roofings. A boiler plant is also being constructed. Space has been provided for future plant expansion when required.

## Economic Courses Offered Local Groups

A program to spread knowledge of basic free enterprise economics through planned, locally-operated study groups has been developed by the Chamber of Commerce of the U. S.

To lay the foundation for such groups across the nation, the Chamber's staff of economists prepared 17 pamphlets known as the "Economics Primer." These booklets present economics not as a cure-all for problems but as a method of analysis, a way of breaking down a problem into its component parts, and as a help to stating convincingly the implications of choices.

Participants in the study groups will be able to use their training and talents to advance economic policies that will serve the nation and to provoke interest in them in schools, college forums, civic clubs, women's organizations, and letters.

Three of 35 organized local study groups at work are in universities—the University of Washington, Seattle, Wash., Union University, Jackson, Tenn., and Baylor University, Waco, Tex. The General Electric Co.

has started its own study unit.

The chamber said that to start a study group, interested persons should invite business, civic and professional leaders to participate. Meetings should be held weekly for two-hour periods at lunch or in the late afternoon or early evenings. A businessman skilled in economic analysis should be designated "Discussion Leader." Experience shows that 15 to 25 persons is the best size for a study unit.

The Primer, available from the Chamber of Commerce of the U. S., Washington 6, D. C., breaks down the field of economics into these parts: The Mystery of Money; Control of the Money Supply; Money, Income and Jobs; The National Income and its Distribution; Progress and Prosperity; Sustaining Prosperity; Demand, Supply and Prices; Prices, Profits and Wages; Why the Business Man?; How Competitive is the American Economy?; Understanding the Economic System and its Functions; Spending and Taxing; Taxing, Spending and Debt Management; Labor and the American Economy; Individual and Group Security; International Trade, Investment and Commercial Policy; and The Ethics of Capitalism.

## "Do-It-Yourself" Survey Committee Organized

To survey the home-use and non-professional market for tools, lumber and related products used in home improvement, workshops, allied crafts and activities, a multi-industry committee was formed recently in Washington, D. C.

According to Ray C. DuBrucq, representative of the Rockwell Manufacturing Co., Pittsburgh, chairman of the committee, it was organized as a non-profit corporation under the name of Home Improvement Survey, Inc.

Besides DuBrucq, representative of the power tool industry, the committee includes Phil Creden, Edward Hines Lumber Co., Chicago, representing lumber manufacturers; Gordon W. Daly, Sandpaper, Inc., Rockland, Mass., abrasives; E. G. Swanson, Le Page's, Inc., Gloucester, Mass., adhesives; Henry C. Schweitzer, Henry Disston and Sons, Inc., Philadelphia, hand tools, and Eberly Thompson, M. and M. Woodworking Co., Portland, Ore., plywood.

"The ultimate purpose of the manufacturers sponsoring this survey," the chairman explained, "is to create a program of service for the 11 million tool owners and other homecrafters, through the retailers of lumber, hardware, and paint.

"We believe that a broad educational promotion effort can materially increase this market and contribute to the living standards and hobby satisfactions of millions of families."

## Clark Regional Head Moves to Atlanta



JOHN J. SHAND, Southeastern regional sales manager of the Clark Equipment Co., has moved his headquarters from Norfolk, Va., to the 161 Spring Street Building in Atlanta, Ga. The Clark company manufactures industrial fork-lift trucks, towing tractors, straddle carriers, and other materials handling equipment.

Shand was formerly employed in the sales promotion department of Ford Motor Co. During World War II he served as superintendent of maintenance and materials handling operations for various depots of the United States Air Force. In 1945 he joined Clark as salesman for the Virginia territory, and shortly after that was appointed regional manager.

Clark's Southeastern division includes Georgia, Alabama, Florida, North Carolina, South Carolina, Virginia, Tennessee, and Maryland.

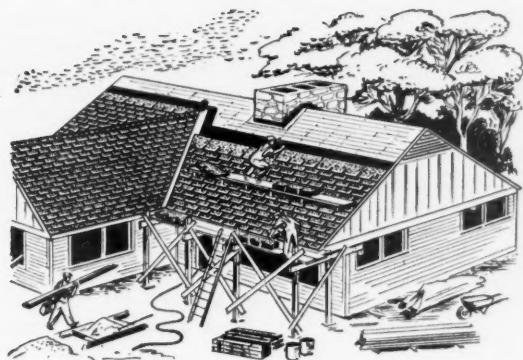
## "Make It for Christmas" Sells Plywood

The Douglas Fir Plywood Assn. has prepared a Christmas promotion and merchandising campaign that will help many parents utilize the "do it yourself" idea for Christmas presents.

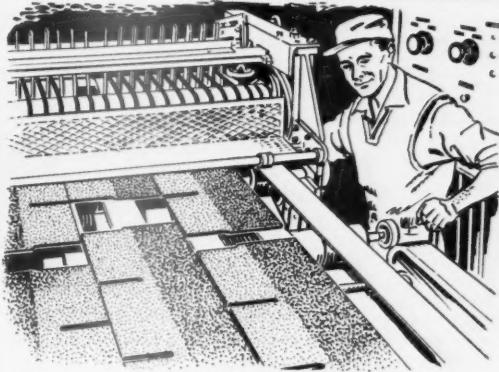
The campaign includes new designs for making plywood gifts; displays and shop projects for dealers' showrooms; counter stand for plans; window banners; ceiling streamers; ad mats; radio commercials, and a national advertising campaign for consumers.

Among the items to be built from plans are toys with an "outer space" theme, such as a space raider set with a 10' rocket club house, minia-

# Texaco is tops



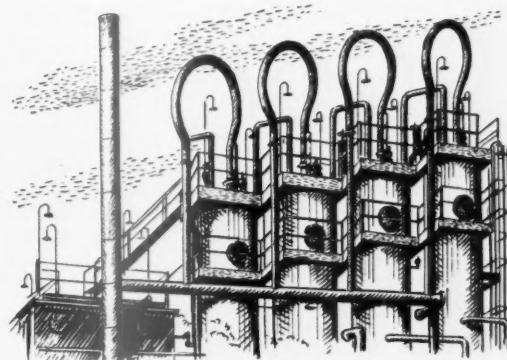
*Texaco assures home, farm and ranch, and commercial building owners — high quality asphalt roofing products: shingles, roll roofings, saturated felts, solid asphalts, sidings, coatings and cements, etc.*



*Modern, high speed shingle cutter at end of continuous production line in Port Neches plant. Basic raw materials, used in the manufacture of *Texaco* shingles, felt, granules and asphalt, must meet rigid *Texaco* specifications.*



*These well known roofing products carry the famous name — *Texaco*. Throughout the South and Great Southwest everybody and his brother know *Texaco*. It is their assurance of lasting quality, appearance and economy on the roof.*



*Texaco is one of the world's largest producers of asphalt. Therefore *Texaco* can guard every step in producing and refining this basic raw material, and can select the exact right grades of asphalt best suited for every roofing requirement.*



*... the name that millions know and trust*

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

ture arsenal of space weapons, and flying saucer rocker car.

Also included in the shop projects are painting and drawing desks, doll houses, and life-size Santa Claus and choir boys and angels for home decoration.

## PERSONNEL PARADE

**Plexolite Sales Co. . . .** REED MYERS has been appointed sales promotion manager. His primary assignment is to work with Plexolite dealers on point-of-sale merchandising. The company established this new position in conjunction with the completion of a new Plexolite plant, designed to quadruple production of its translucent fiber-glass-plastic panel.

**General Plywood Corp. . . .** New president and a director of this firm is HENRY M. REED JR., former vice-president of the American Radiator and Standard Corp. Other new directors of General Plywood are Jouett Ross Todd and Frank E. O'Callaghan. The latter is president of the Schuler Axle Co.

**National Gypsum Co. . . .** ROBERT L. ZALE fills the newly-created position of products promotion manager. Formerly assistant to the advertising manager of Toastmaster products, he has had wide experience in promotion and merchandising.

**Flintkote Co. . . .** Formerly assistant research director, R. H. CUBBERLEY has been promoted to director of research for all divisions. He joined Flintkote in 1930 and has helped expand the product line for the industrial products division and the building materials division at Flintkote's various research laboratories.

**Allied Building Credits, Inc. . . .** This national financing organization that serves the light construction industry has appointed JAMES E. HAMPTON as manager of the ABC office in Phoenix, Ariz. His former position as head of the new office in Corpus Christi, Tex., is filled by JAMES J. SLAVIN, former office manager of the Houston, Tex., branch.

**Fir Door Institute . . .** JAMES F. FOWLER has been named managing director of this national promotional and advertising group of manufacturers of fir doors. He has had a wide background of experience in the promotion and newspaper field and formerly was Boston, Mass., representative of the Douglas Fir Plywood Assn.

## Watson Heads Cameron Retail Activities



William Cameron and Co. recently announced the appointment of W. D. Watson as sales manager for its retail division. He will direct sales activities of the 50 regular retail lumber yards and 30 oil field yards in Texas, Oklahoma, and New Mexico.

"Boots" Watson joined the company as a yardman at Big Spring, Tex., 25 years ago. His position as district manager in the oil field division, which he held for the last eight years, has been filled by W. D. Moore, former Carthage yard manager.

Other promotions announced by the Cameron organization elevated L. H. Maloy from traveling auditor to chief internal auditor; J. V. Cypert from general cashier to chief accountant; Charles Money from credit manager to office manager of the wallpaper and paint division, and Tom Bowman from salesman to sales manager for wallpaper and paint.

## Wood Research Laboratory Has New Nail Tester

Research on fastening wood—particularly nailing and stapling wood—is proceeding faster and more easily now in the air-conditioned Wood Research Laboratory of the Virginia Polytechnic Institute at Blacksburg.

The tempo increase was brought about, according to Prof. E. George Stern, by the installation of the newest type universal testing machine with a double torque-bar weighing unit. This machine has a capacity of 12,000 pounds and a sensitivity of 0.1 pound. It is supplied with an automatic electronic recorder to pro-

duce stress-strain curves at magnifications from 1:1 to 1,000—by the turn of a switch.

The machine was paid for with \$10,000 coming from industries which have been served by the laboratory.

The research professorship of the Wood Construction Department at Virginia Polytechnic Institute's school of engineering has been designated the "Earle B. Norris Research Professorship."

It was so named in recognition of contributions made by Dean Emeritus Norris during his 24-year deanship. In 1941, he appointed Dr. E. George Stern to develop a Wood Research Laboratory at V.P.I. Most of the research has centered on fastening of wood, resulting in outstanding developments in the field of nailing, especially with threaded-shank nails.

## Indiana Floorman Wins

Oliver C. Nusbaum, of Goshen, Ind., won the top prize of \$500 in merchandise offered in the 50th anniversary contest sponsored by the American Floor Surfacing Machine Co., Toledo, Ohio. The prize-winning entry was a 33-year-old American Universal sander, 12" drum, purchased June 28, 1920. This was just five years after the company had brought out this machine, the first 12-inch drum sander developed by American. It has a heavy-cast iron frame and chain drive, designed to run at a speed of 750 RPM, as compared to 2,800 possible with today's machines.

Also, this was the first American "foot" machine—the operator walked instead of riding.

## "Do-It-Better" Theme of Homebuilder Meeting

The National Assn. of Home Builders will hold its 10th annual convention and exposition in Chicago, January 17-21.

In observance of the tenth anniversary of the industry-wide gathering, the association is developing a convention program of unprecedented scope, with emphasis on valuable "how-to-do-it-better" technical sessions and the major national issues confronting the industry. Of equal interest will be a record-breaking exposition of building materials and home equipment, requiring space in both the Conrad Hilton and Sherman Hotels.

Builders, contractors, architects, engineers, manufacturers, financial interests, building supply dealers, and all others connected with the home building industry are eligible to attend the five-day event.



# yule profit!

Here's a fir plywood promotion that makes you—the lumber dealer—headquarters for Christmas buying!

Yes—"do-it-yourself" Christmas gifts and decorations built with versatile plywood are being featured in ten national magazines. Every ad says: "See your lumber dealer"—and that's your cue to tie-in. Get Christmas business that ordinarily walks by your door.

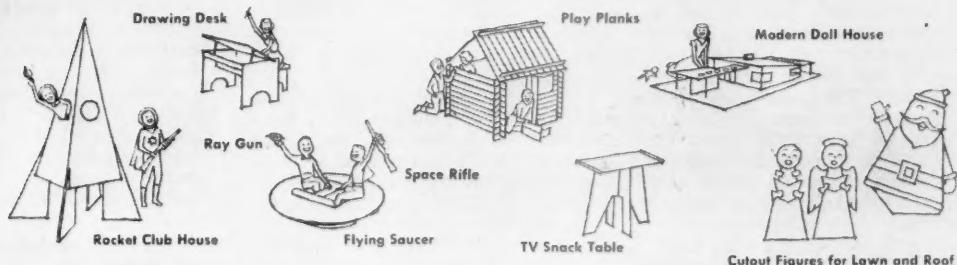
Your fir plywood jobber salesmen will have a complete Christmas sales kit for you. ASK ABOUT IT—or write Douglas Fir Plywood Association, Tacoma 2, Washington.

\* Ads appear in: Better Homes & Gardens, American Home, House Beautiful, House & Garden, Living, Sunset, Parent's, Household, Popular Mechanics and Popular Science. Total Circulation more than 15 million!

**INSIST ON DFPA QUALITY-TESTED FIR PLYWOOD**

...by selling  
fir plywood to the  
"do-it-yourself" trade for  
Christmas projects

Get plans for these 10 Christmas projects from your plywood jobber salesman



# ASSOCIATION ACTIVITIES

## Merchandising Mart Is Feature of Seventh Oklahoma Dealer Convention

A NEW KIND of convention will be held in Oklahoma City's Municipal Auditorium by the Oklahoma Lumbermen's Assn., October 20-21. According to OLA President Dale Carter, of Tulsa, the seventh annual convention will streamline speeches and emphasize educational value in merchandising ideas and demonstrations of "Do It Yourself" business by exhibitors.

Only two speeches will be heard by the some 2,000 persons expected at this "merchandising mart." One will be on financing sales and the other on the responsibilities of a lumber dealer to his customers and the public.

John F. Austin Jr., president of the T. J. Bettess Co., Houston, Tex., will discuss mortgage financing Tuesday at 2 p. m. His business career started as a bank cashier in Frankston, Tex., in 1930. He served as a bank examiner and then, in 1942, joined the South Texas National Bank of Houston as cashier, later becoming vice-president. He left in 1948 to become executive vice-president of the T. J. Bettess Co., advancing to the presidency a year later upon the death of the founder. Early this year the Bettess firm purchased the W. R. Johnston Companies of Oklahoma City and Tulsa, and Austin became their president, too.

Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, will be the convention speaker Wednesday afternoon a 2 o'clock. His subject will be "The Five Keys to Merchandising." He is a Hoo-Hoo leader in the Southeast.

With all exhibit space at the Oklahoma convention sold out, the exhibitors are cooperating in the development of demonstrations of their products and merchandising tips. The merchandising mart will fill both working days from 8 a. m. to 6 p. m., according to President Carter.

The association's contribution to new ideas at the convention will be the introduction of OLA's new "House of the Month"—the "Television Home." The group's draftsmen have designed a home around the television set as a focal point. On display will be a miniature model of the "Television Home," together with working plans and a material list that dealers can sell to prospects.

The evenings will be "fun time." No speeches will be heard at either the first night's lady and men's par-



John F. Austin Jr., above, president of the T. J. Bettess Co., will be one of the two speakers at the seventh annual convention of the Oklahoma Lumbermen's Assn. in Oklahoma City this month. His firm finances home mortgages in Oklahoma and Texas from Houston headquarters. His subject will be "Mortgage Financing."

ties or the final convention banquet, assures W. M. Morgan, manager of the Oklahoma Lumbermen's Assn.

## Third Top Management Institute for Texans

For owners and managers only, the third Top Management Institute to be sponsored by the Lumbermen's Assn. of Texas will be held at Southern Methodist University in Dallas, December 7-11.

This managerial school will be limited to 25 "students." It will be directed by Prof. C. H. Shumaker, head of SMU's Institute of Management. A \$40.00 fee covers the tuition, books, and all school supplies.

Subjects to be covered by top professors and officials of Southern Methodist University, in round-table discussion style, include the Funda-

mentals of Organization; Communications; the Personnel Functions of the Manager; Understanding People; the Relationship of Management, Supervisors, and the Job; Executive Leadership; Employee Attitudes; Selection and Valuation of Employees.

Mark Hailey, manager of the Forrest Lumber Co. in Lubbock, Tex., was among the students in the first such Top Management Institute held at SMU. This was his impressions and comments on the course:

"Twenty-four men attended the first course held for the lumber-yard management. Four men came from Louisiana, one from Oklahoma, with 19 from Texas. Most of those attending were either owners of lumber yards or concerned with the management of them.

"We were tremendously impressed with the quality of the lecturers and the outstanding talent used in this course. It is certainly a fine credit to Professor C. H. Shumaker and Southern Methodist University.

"This course definitely has a place much needed in the lumber business, especially for those faced with management and personnel problems who have not had previous education in studies which will help understand people and their problems. Also sessions on training should definitely be of a great deal of help in every organization, large or small.

"As generally stated by one lecturer, industry has made wonderful accomplishments in the direction of production and production know-how, while the field of how to get along better with other people has been somewhat neglected. Lectures dealing with general principles of psychology and sociology were especially interesting and well-received. Certainly it can be of inestimable value to businessmen as a thought-provoking and informative course to help ease the 'kinks' of everyday problems in working with people."

Spearheaded by Gene Ebersole, chairman of the Educational Committee of the International Concatted Order of Hoo-Hoo, as well as executive vice-president of the Texas dealer organization, another 30-day institute of building material distribution will be held at Southern Methodist University from January 4 through January 29, 1954. Information and application blanks may be obtained from the office of the Lumbermen's Assn. of Texas, Second National Bank Building, Houston 2, Tex.

This will be followed at SMU by the fourth Top Management Institute, February 22-26.

# Correct air entrainment in concrete calls for...

**"positive  
control  
over all  
of the  
ingredients"**



**Here's how Mr. Alexander Foster—Vice President of the  
Warner Company, Philadelphia, Pennsylvania—puts it:**

**W**arner Company, in Philadelphia, is responsible for producing a tremendous quantity of ready-mixed concrete for all types of construction. Warner Company's plants use at least fourteen different brands of cement in a considerable variety of mixes. The company's management realizes the decided advantage of having positive control over *all* of the ingredients. Recognizing the merits of air-entrained concrete and the prime importance of close control of the entrained air in the amounts required for various types of concrete usage, the management has learned by experience the advantage

of the 'prescription' method of adding the required amount of air-entraining agent *at the mixer.*

Construction men everywhere are discovering that the "prescription" technique is the *only* way to produce air-entrained concrete that always lives up to its performance promise.

★ ★ ★

*If you have any problems or questions on the use and mixing of air-entrained concrete, a Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.*

## Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.  
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

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# Get EXTRA Sales MORE Profits!

with

## TANDROTINE

### the Popular PAINT THINNER!

IT'S PROVEN  
IT'S ECONOMICAL  
IT'S a Quality THINNER

ORDER  
TANDROTINE Today!

Get ready for  
EXTRA Sales,  
MORE Profits.

T & R  
TURPENTINE & ROSIN FACTORS, INC.  
SAVANNAH, GEORGIA



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!



### MASONRY CEMENT:

Superbly blended to give light color, extra smoothness and high compressive strength. Meets all standard A. S. T. M. and Federal specifications.



### HYDRATED LIME:

Made special for agricultural, building and chemical uses. The 400 mesh 'air-floated' is ideal to purify water, make insecticides and aid precision chemical processes.



"If I were  
a dealer" . . .

IN THE CITY (Atlanta, Ga.) where a bank ran posters on the trolleys and buses with the following copy: "DON'T CROWD . . . your family! See the Man With a Plan at your FIRST NATIONAL BANK about a HOME IMPROVEMENT LOAN" . . .

I would schedule car advertising cards for adjacent showing in the trolleys and buses with copy like this:

"YOU CAN BANK ON the Smith Lumber Co. for free help in planning your improvements . . . and for the BEST OF MATERIALS to make them come true!"

### The Dying Manikin

Lifelike manikins are old stuff, but it's a safe bet that the manikin now on exhibit at the U. S. Naval Hospital, Bethesda, Md., is unique. He dies, unless a quick first- aider knows how to save him.

Simulating the victim of a major catastrophe, the prostrate "casualty" dribbles blood from his flexible mouth; makes sucking noises through a puncture wound in his chest; bleeds profusely and rhythmically from a severed artery in his arm, has a gaping tear in his abdomen, and a severe gash on his knee.

He's gruesome, but with a purpose, since he's as near to the real thing as you can get without blasting somebody, and will help indoctrinate dentists to the roles as emergency physicians in case of atomic attack.

An uncanny facsimile of a wounded man, the manikin is constructed of glass-reinforced plastic and equipped with a circulating bloodstream of colored glycerin. And first-aid techniques work as well with him as a human being—if you know what to do.



**IDEA**  
of the month

FOUNDATION VENTILATORS can also serve the purpose of reducing mustiness when installed in closets that are placed on an exterior wall of the house.

Ventilators that can be opened and closed offer an opportunity of air circulation during warmer hours in cold weather. During warmer months, they retard fungus and mildew.

# This can of Lowe Brothers Paint contains a special ingredient



This "plus" ingredient has built one of the nation's greatest paint dealer organizations.

It has created outstanding consumer acceptance for Lowe Brothers products. It has brought maximum turnover and a *profitable* paint business to dealers everywhere through greater sales. It has produced steadily increasing sales volume year after year. It has united these dealers as one in the feeling that says "I'm glad I'm in the paint business with a line that moves . . . and moves *profitably*!"

*This priceless ingredient is SKILL.*  
When you place your faith in *that*, how can you possibly go wrong?

The continued loyalty of thousands of Lowe Brothers dealers year after year attests the importance of this "plus" ingredient. Our files of their successful histories are open for your inspection. Now—today, write or wire for details about a Lowe Brothers agency!

**The Lowe Brothers Company • Dayton 2, Ohio**



## U. S.-Mengel Chain Celebrates 10th Year

Now one of the largest distributors of plywood and allied products in the nation, U. S.-Mengel Plywoods, Inc., is celebrating its 10th anniversary. Jointly owned by the United States Plywood Corp. and the Mengel Co., it was started 10 years ago in a small warehouse space in Louisville, Ky.

U. S.-Mengel Plywoods, Inc., has expanded to a distribution organization embracing 25 warehouses or distribution units located in 13 states. Sales have grown to an annual volume in excess of \$16,000,000.

Its warehouses are located at Birmingham, Ala.; Denver, Colo.; Jacksonville, Miami and Tampa, Fla.; Atlanta, Ga.; Kansas City, Kan.; Louisville, Ky.; New Orleans, La.; St. Louis, Mo.; Oklahoma City, Okla.; Memphis, Tenn.; Dallas, Houston and San Antonio, Tex. Other branches are in Savannah, Augusta and Albany, Ga.; Corpus Christi and Lubbock, Tex.; Nashville, Tenn.; Little Rock, Ark.; Dothan, Ala.; Evansville, Ind. and Orlando, Fla.

Each distribution unit provides a source of supply for local lumber dealers and industrial users of both hardwood and fir plywood. Each also supplies such allied products as metal-faced plywood; flush doors for interior and entrance use; prefinished plywood; fire doors; Micarta, a plastic-laminate sheet made by Westinghouse Electric for table tops, work surfaces, and walls; Novoply, low-cost wood-mosaic material made from resin coated chips and shavings and used for furniture, sliding doors, plywood core, and as a finished panel.

President and general manager of U. S.-Mengel Plywoods, Inc. is L. B. (Tody) Olmstead, a director of the Mengel Company. Vice-president is S. W. Antoville, president of the United States Plywood Corp.

## NACLS Year Book Peps Up Lumber Story

Members attending the annual meeting of the National Building Material Distributors Assn. will enjoy one of the most varied programs ever prepared for their group, according to Program Chairman R. R. Maylone. The convention will be held at the La Salle Hotel in Chicago, November 12-13.

The theme, "Current Dealer-Distributor Problems," will be the subject of a panel discussion on the first day. Participants include W. H. Badeaux, secretary, Northwestern Lumbermen's Assn.; Findley M. Torrence, secretary, Ohio association, and R. A. Jones, executive vice-president, Middle Atlantic association.

Delegates also will hear H. W. Prentis, Jr., Armstrong Cork Co., who will cover "Current Problems of the Efficient Wholesaler"; Art Hood, *American Lumberman*, "Making Merchandising Partners of Lumber Dealers"; Phil Hanna, *Chicago Daily News*, "Building Outlook for 1954"; Robert C. Keck, Chicago lawyer, "Current Legal Problems of Interest to Building Material Distributors," and results of a survey on operating costs.

A second forum will cover "Current Problems of the Building Material Distributor."

Reservations can be made through S. M. Van Kirk, General Manager, NBMDA, 111 West Washington St., Chicago 2, Ill.

## NACLS Year Book Peps Up Lumber Story

Inspiring, provocative, and informing—the 1953 Year Book of the National Association of Commission Lumber Salesmen, Inc., is all of these.

In addition to the two-way roster of members of the association—by address and by species handled, it offers several pointed articles on the lumber industry and an introduction

## Exchange Credit Data

Six lumber yards in Pecos, Tex., have started a plan to exchange credit information as a means of improving credit conditions there.

In the future, each customer seeking credit will be checked into thoroughly. Persons not paying their bills promptly, reported to the group, will not be granted further credit.

to "Reelfoot Lake—A Strange Spot."

"Only wood can offer the designer all of these qualities wrapped up in a single package—warmth, beauty, grain, strength, flexibility, friendliness to tools, texture, color, adaptability, individuality, and livability," asserts G. E. Karlen, president of the West Coast Lumbermen's Assn., in "Renaissance of Wood."

Writing on "Opinion versus Merit" concerning the use of lumber, an advertising agency official, E. J. Lauzen, explains that "wood does more than any other material to turn a house into a home. . . . There is absolutely no promotional grounds for the reticence of wood. Wood should speak up, should shout!"

An article by H. J. Munnerlyn, president of the dealer group, explains the "Workings of the National Retail Lumber Dealers Association."

## CABINET DISPLAY FOR LOCAL DEALER USE



Two Bilt-Well Nu-Style cabinet displays, like the one shown here, are available for retail dealer use at local county fairs, home shows, or other exhibitions. Central Woodwork, Inc., jobbers of these multiple-use cabinets, has offered the display to dealers within a 200-mile radius of Memphis, Tenn. Dealers in Kentucky, Tennessee, Missouri, and Arkansas already have made use of a display.

# Strictly WHOLESALE

HOUSTON, TEX.: Russell W. Nix has organized Houston Distributors, to wholesale paint, lumber, and building materials. This company took over the wholesale business of the Contractors Supply and Lumber Co. E. A. (Doc) Woods is general manager of the new firm.

ST. LOUIS, MO.: Hollander and Co., Inc., has been appointed distributor in this trade area for Servel, Inc. It will handle Servel refrigerators, freezers, room air-conditioners, and gas and electric water heaters.

NORFOLK, VA.: The Construction Supply Corp. now distributes Ra-Tox folding doors for the Hough Shade Corp. It will supply dealers in a 15-county area.

## Crane to Operate Big Titanium Plant

Cramet, Inc., a wholly-owned subsidiary of the Crane Co., Chicago, Ill., has contracted with the Defense Materials Procurement Agency to construct a plant for the production of titanium sponge and titanium ingots. According to John L. Holloway, Crane president, the government will make advances up to \$24,950,000 for the construction of a plant with a capacity of 6,000 tons of ingots annually.

Crane has considered more than 200 communities in search of an ideal plant location, it was announced. Chattanooga is expected to be the plant site due to land and tax concessions made to the project.

A large part of the initial output will be channeled directly and indirectly toward Air Force requirements. However, as soon as supplies will permit, the company foresees the use of titanium in the valves and fittings it manufactures for use under highly corrosive conditions.

Titanium is the fourth most abundant structural metal in the earth's crust (after aluminum, iron, and magnesium). It is 70 per cent heavier and six times stronger than aluminum, about 40 per cent lighter and nearly equal in tensile strength to steel. Its light weight and outstanding strength makes titanium a natural for jet airplane engines. Used in place of stainless steel, titanium might lighten a jet engine by as much as 300 pounds.

Moreover, titanium has remarkable corrosion resistance, particularly to salt water, and is superior in this respect to aluminum and even to stainless steel. Thus, it has such marine applications as steam turbine buckets, heat-exchanger and con-

denser tubes, small propellers, deck hardware, antenna wire, valve and pump parts, and water-lubricated bearings.

## Paint Lab Expanded

During the summer, the Phelan-Faust Paint Manufacturing Co. expanded its research and development laboratory in the St. Louis, Mo., plant.

New scientific equipment was installed for control of uniformity of various paints. The laboratory also will be used for increased activity in product development.

## Porcelain Standards

A current investigation by the National Bureau of Standards indicates that common household bleaches may have significant and hitherto unrecognized unfavorable effects on porcelain enameled sinks and laundry tubs.

The bureau's findings suggest the possible desirability of a standard laboratory test that would help manufacturers and users select those porcelain enamels that will be least affected. The subjects of the study have been porcelain enameled appliances in public housing projects in four locations.



## Together, as always . . .

**Yesterday . . .** the more than thirty years of unceasing effort to bring you better products . . . the more than thirty years of expanding and increasing service to our dealers . . . have established a name which is our most priceless asset — **Old American**. This is our investment in the future.

**Today . . .** more lines bear the name **Old American** than ever before. Now, a complete line of highest quality asphalt and asbestos roofing and siding is available to you under one name — **Old American**.

**Tomorrow . . .** together, as always, with our customers . . . the name **Old American** will continue to advance with the times, bearing the reputation for highest quality in a complete line of asphalt and asbestos building products.

THE SIGN OF THE COMPLETE LINE



## Old American Roofing Mills

Division of The RUBEROID Co.

7600 Truman Rd., Kansas City, Mo.

A factory location convenient to you.

# PRODUCT PARADE

## REFLECTIVE SHEATHING

Silvercote reflective sheathing has a silver-like outer surface that makes it resistant to mold, fungus, weather, and water.

Meeting FHA requirements for breather-type paper, it is heavyweight and acts as a barrier against cold winds. To apply, it is unrolled and tacked in place.

Silvercote comes in 500-square-foot rolls, 36" wide.

**Write for P405. Use coupon below.**

## CABINET SINK LINE

Additions to the Youngstown Kitchens line, called Diana Ensemble sinks, permit a homebuilder to provide a custom kitchen appearance with standard, prefabricated steel kitchen units.

A Diana Ensemble sink is joined to a base cabinet top by a narrow steel



sealer. There are five Diana models. One is 24" wide. Another is 36" wide with two bowls. Three are 42" wide, one with twin bowls and others with a single bowl and drainboard on the right or left. All models are 24" front to back, and 36" high.

In connection with the new sinks, Youngstown announces four new special-purpose cabinets—a 24" cutlery base cabinet, an 18" base model with pull-out device for electric mixer, two new tray cabinets divided into either two or four compartments, and a quarter-round what-not wall unit with door and three shelves.

**Write for P406. Use coupon below.**

## PREFINISHED WALLPANEL

Tylatone is a new prefinished wallpanel recently added to the Tylac line. The four colors—green, gray, yellow, and blue—feature a faint white marbled pattern.

It has a durable, lustrous baked-enamel finish that wipes clean with a damp cloth and is said not to crack, craze, or peel. The panels are made in standard sizes, with painted moldings to match.

**Write for P407. Use coupon below.**

## IMPROVED WALLBOARD

Certain - teed "Bestwall" gypsum wallboard is now reinforced with strands of Fiberglass in place of cellulose fibers.

This improvement gives the wallboard greater resistance to cracking

and shattering and also better nailability. The panels are easily scored and snapped or sawed. They break cleanly in trimming and fitting.

The Bestwall line is made in  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ " thicknesses.

**Write for P408. Use coupon below.**



## BLACK CAULKING

Black-Tite is a new Dicks-Pontius black caulking compound with an asphalt base.

It is said to show no cracking, flowing, erosion, peeling, or blistering in outside tests under all kinds of weather. It adheres to any dry surface and flows in a smooth

bead through the applicator on each cartridge.

Two coats of paint—even white—cover Black-Tite, which will not bleed through paint.

**Write for P409. Use coupon below.**

## MANY-USE PANELS

Forest Board Forall is a new hardboard panel, smooth on both sides, made in thicknesses of  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ ",

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

October, 1953

Circle numbers below. Bulletins and catalogs will be mailed promptly.

P405	P406	P407	P408
P409	P410	P411	P412
P413	P414	P415	P416
P417	P418	P419	P420
P421	P422	P423	P424
P425	P426	P427	P428
P429	P430	P431	P432

and  $\frac{3}{4}$ ". It is especially suited to the needs of the do-it-yourself homeowner for such applications as wardrobe doors, wainscoting, cabinet doors, shelves, and many built-ins.

Light stains can be used to achieve a variety of effects, and paints and enamels of all types are easily applied on the smooth surfaces. For all is worked with all ordinary tools.

For all panels are packed three  $\frac{3}{4}$ " or  $\frac{1}{2}$ " panels to a package, or two  $\frac{5}{8}$ " or  $\frac{3}{4}$ " panels to a package.

**Write for P410. Use coupon page 94.**

### STURDIER TILEBOARD

New Roxbord tileboard is finished by dipping in hot paint, a process that permits guaranteeing its use behind stoves and in showers. The written guarantee, given each buyer, states that it will not chip, crack, craze, or peel.

Featuring the widest scoreline on the market, the tileboard also is covered with wider,  $4\frac{1}{4}$ " squares. Eleven colors are offered in four patterns—Roxtile, a tile pattern; Roxline, a lined pattern; Roxsquare, 12" by 12" ceiling pattern, and Roxpanel, a smooth surface panel.

Home-owners can install Roxbord themselves by cementing the 4' by 4' panels to the wall.

**Write for P411. Use coupon page 94.**

### PORTABLE GLUE DRYER

A new Workrite portable electronic glue dryer enables even inexperienced workers to glue wet or dry woods, hardboard, plastic laminates, and similar products in just seconds.

The lightweight hand gun can be easily positioned on the work and tuned by using only one hand. This frees the other hand for fast, accurate positioning of work while gluing.

Complying with U. S. safety codes and regulations, the unit consists of a generator, 13 feet of coaxial cable, and the hand gun. It operates on 110-volt AC current.

**Write for P412. Use coupon page 94.**

### FLEXIBLE SHELTERS

Yard-Stor shelters offer a new concept to yard storage of many materials. These rectangular metal storage buildings are similar to conventional round-roofed huts in appearance, except that they are sectional and mount on a track rather than on a foundation.

The sections tilt from either side for easy access and may be slid apart or telescoped. They can be moved intact and re-located.

The ribs and frame are made of trussed and bridged tubing and covered with corrugated metal, fiber glass, or other material.

**Write for P413. Use coupon page 94.**

### DRY-WALL FINISHING

The Texture Plaster system for finishing dry walls, known as the TP Line, includes all accessories necessary to do a job.

This line includes (1) new TP silicon joint cement, a ready-mixed cement or filler that cuts work time;

(2) TP silicon Rubber Texture, a colored texture paint in eight pastel colors;

(3) TP silicon Rubber Flat, a flat finish paint for interior surfaces of all types;

(4) TP silicon Stipple Texture, an elastic-type base texture paint for interior surfaces that is tinted;

(5) TP silicon Admix, a specially-processed sand that is added to interior flat or rubber emulsion paint to produce sand texture finishes, and

(6) TP Reinforcing Tape, a 100-per-cent sulphate stock tape with closely-knit long fibers fortified with a resin emulsion wet-strength agent, either perforated or pin-pointed.

**Write for P414. Use coupon page 94.**

### ASBESTOS-CEMENT PANELS

Colorbestos, called the first large-size asbestos-cement sheet exterior siding in which both color and pattern have been incorporated, now comes in



A skilled Dickey craftsman puts finishing touches on a Dickey curve or elbow, before it is vitrified and glazed.

### No makeshifts with Dickey Clay Pipe

#### ...you sell a full line of fittings

Fittings can be a most profitable part of your Dickey Clay Pipe stock. You have a distinct competitive advantage here, because Dickey provides a complete line of fittings... dozens of styles such as Y's, T's, elbows, traps, increasers, reducers, etc. Your customers are never troubled by the need of using makeshift fittings. Help them to avoid hybrid sewers. Promote each sale of Dickey Clay Pipe and fittings for the entire sewer-end to end.

*If it's made of clay it's good...if it's made by Dickey it's better*

**Dickey Sanitary  
Salt-Glazed Clay Pipe  
ALWAYS IN DEMAND**

**W. S. Dickey  
CLAY MFG. CO.**

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex.,  
Texarkana, Tex.-Ark.

# All Builders

Please check with your Architect and Chief Underwriter

**NEW** F.H.A. MINIMUM PROPERTY REQUIREMENTS SPECIFIES angle protection for all external corners of drywall finish.

**BEADE** 

meets and exceeds this requirement with labor and material savings. **BeadeX** corners are not only rust-proof but crack-proof. **BeadeX** originated and introduced metal corner protection to the drywall era. **BeadeX**\* is reg. U. S. Pat. Off., U. S. Pat. 2,593,859, U. S. Pat. 2,649,890, Canada Pat. 487,518 and other patents pending.

Please note reasons why **BeadeX** is correctly designed for drywall finish.

**1** Regular joint tape and a formed metal angle, both of sufficient widths, are positively bonded together into a single unit for fast application and for crack preventive tape reinforcement over metal edges. Continued metal legs furnish balanced base bearing support and vise-like, permanent attachment of the metal angle to the wall for full coverage and latent protection.

**2** The **BeadeX** metal cleaning and bonding process with use of ever-lasting quality glue enables **BeadeX** producers to guarantee inseparable adhesion of the joint tape to the metal angle in genuine **BeadeX**.

**3** **BeadeX** has no exposed metal, no extreme protrusion, nor metal without legs for balanced base bearing support, to cause crack lines, decorating problems or flimsy corner protection.

**4** There are no nails through the metal to encourage the wall corner to follow framing material shrinkage and ruin wall and corner straightness. **BeadeX** does not exceed thirty five thousandths of an inch in thickness and will create no bulky contour requiring unnecessary waste of costly joint cement.

**5** **BeadeX** aligns and keeps corners straight regardless of warped or crooked framing materials. **BeadeX** corners will withstand extraordinary abuse and remain flawless and intact for the life of the wall.

**6** **BeadeX** is installed by tradesmen with the "know how" for better walls. The drywall tapers are specialists in wall finish. Art Dunlap, president of **BeadeX** Sales, Inc., and the inventor of **BeadeX**, is a taper by trade.

Genuine **BEADEX** has the name printed on the product. Buy **BEADEX** only from your dealer.

**BeadeX** Sales, Inc., 4615 Eighth Ave., N. W., Seattle 7, Wash.

**BeadeX** of Canada (Ltd.), Box 317, Kingston, Ontario.

Gentlemen: Please send me complete details on:

BEADEX corner-bead (Outside corners)  
BEADEX Corner Rite (Inside corners)  
JAMBEX (The Revelation Drywall reveal trim for door and other wood jambs.)  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

seven harmonious colors. The sheets are 32" wide by 96" long and are about 3/16" thick.

Pre-punched holes, provided for nailing down the sides and center, are arranged to accommodate modular stud spacing of 16" on center. Thus, nails are driven directly into the studs, a valuable feature when non-wood sheathing is used.

Write for P415. Use coupon page 94.

The new lavatory is made in white and five pastel shades. It features an anti-splash rim and concealed front overflow.

New sizes for Richmond lavatories include 20"x18" for the Richledge G-152, and 16"x14" for the Vogue G-143.

Write for P418. Use coupon page 94.

## STEEL DOOR FRAME

Designed to conserve valuable storage space and to lower shipping costs, a new Steelcraft steel door comes knocked down, ready for quick assembly.

The frame is shipped in four pieces — two jambs, a head, and a spreader bar. It is assembled with a simple tab connection and four sheet-metal screws. The spreader bar is used to keep the frame in alignment.

The frames are made in all standard sizes, bonderized and painted with a baked-on gray primer.

Write for P419. Use coupon page 94.

## LOW-COST POWER SAW

Designed for home-owners who want to do their own work but who can not afford high-priced equipment, the new Plana Centric 8" tilt arbor saw retails for \$19.95, excluding motor. It operates on a 1/4- or 1/3-HP motor.

The low cost is said to be possible because of a simplified method of mounting the arbor and the tilting-raising lowering mechanism, eliminating expensive worm gears.

The blade is rigidly locked with a twist of the control wheel at any angle up to 45 degrees and at any height up to 2 1/2". As the blade tilts, the motor slides on two ball-bearing rollers that take the motor's full weight and eliminate the heavy castings used in more expensive machines.

Write for P416. Use coupon page 94.

## RECESSED LIGHTING

The Prescolite light frame is the same size as an acoustical ceiling tile and is finished in matching eggshell baked-on enamel. By fitting into the space of one tile, the frame saves tile cutting.

Any type lens may be used and the "Swing-way" hinge permits easy cleaning and relamping in a matter of seconds.

Write for P417. Use coupon page 94.

## BATHROOM LAVATORIES

The Richmond vitreous china lavatory line includes a new modern roll-rim lavatory and new sizes in existing models.

Called the Countess, model G-146 features a combination water supply, and model G-148 a center-set supply.

Kewanee steel door frames, matching baseboard, and metal trim eliminate all sawing, corner-mitering, filling nail holes, and use of wood plaster grounds. The room is ready for decoration as soon as plaster or drywalls are complete.

Kewanee frames and trim set flush

with the wall, so that all dust-catching projections around doors, windows, and other openings are eliminated. They are bonderized for perfect paint adhesion and resistance to rust and corrosion.

Write for P421. Use coupon page 94.

### CURING LUMBER

The Morton Lumber Cure treatment renders wood less sensitive to atmospheric conditions of low humidity, which tend to produce checking and honeycombing during the drying process.

This treatment is not corrosive, hygroscopic, or toxic. Finishing the wood's surface is not affected, as the wood has the same appearance as non-treated wood.

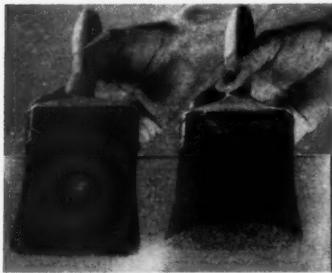
Wood treated in this method retains the same gluing characteristics as non-treated lumber. The treatment is easy and inexpensive to apply.

Write for P422. Use coupon page 94.

### NYLON BRUSHES

Wooster Multiflag nylon paint brushes are made with machines designed to flag the filament ends, forming as many as 10 flags on each filament for greater mass coverage. They are said to have often more flags per square inch than top-quality Chinese hog bristle brushes.

To demonstrate this greater surface coverage, the manufacturer has developed a demonstration that is



quickly conducted by salesmen. It consists of pressing filaments of an ordinary nylon brush and those of a Wooster Multiflag brush simultaneously against a piece of plate glass to give a "walls-eye" view.

Write for P423. Use coupon page 94.

### POCKET CRUISER STICK

The Lufkin pocket cruiser stick No. 55½ has all scales essential for cruising, yet no extra marks to confuse the user. This makes it valuable not only for foresters but for owners of smaller tracks of timber land. It is 25" in length and folds up to a length of 7½".

It measures (1) merchantable and

total heights with the Merritt Hypsometer scale; (2) diameter at breast height with the Biltmore scale; (3) diameter at points out of reach with

the Barton Dendrometer scales, and (4) diameter of logs for scaling with the Merritt Hypsometer scale.

Write for P424. Use coupon page 94.

## New Equipment

These new products may cut your business operation costs

### TRUCK LOADING CRANE

Ray-Lind loaders are adaptable for use on any truck, converting it into a self-loading truck-crane to speed material-handling jobs.

The Ray-Lind loaders are made in

a wide range of capacities, from ½- to 2-ton lifts. The crane unit mounts directly behind the cab and occupies from 16" to 18" of space. It is not necessary to cut or alter the truck body.

Power for hoisting is supplied by

## LOCKS OUT COMPETITION LOCKS IN PROFITS . . .

PITTSBURGH

# INTERLOCK

PLASTIC WALL TILE



because it's America's Favorite  
**TILE it YOURSELF**  
KITCHEN and BATHROOM TILE

Building Supply and Lumber Dealers who stock Pittsburgh Interlock are reaping in a harvest of profits which competition can't match. That's because Pittsburgh Interlock has no competition! It's the ONLY Patented Interlocking Plastic Wall Tile! Because it's so easy to install it is America's favorite DO IT YOURSELF Tile!

Write, Wire or Phone for details



### BEAUTY is LOCKED-IN!

Thru and thru color-front to back—plain or marbleized.



### DIRT is LOCKED-OUT!

No dirt-catching mortar lines. Wipes clean with a damp cloth.



### TILE is LOCKED-ON!

Interlocking tiles can't fall off. Self-aligning.

**JONES & BROWN, INC.**

439 Sixth Ave., Pittsburgh 19, Pa.

YES—Pittsburgh Interlock sounds like the kind of tile my customers will really want. Please send me complete price details—or have your representative call without obligation.

Name.....

Address.....

City.....

State.....

## Which one will they want...

Day after day, customers come in for one or more of these hardware products. Build your sales around the Cortland Brand line. Specify Cortland Brand next time you order from your jobber.

**Cortland**  
BRAND  
INSECT WIRE SCREENING



**Cortland**  
BRAND  
NAILS &  
BRADS



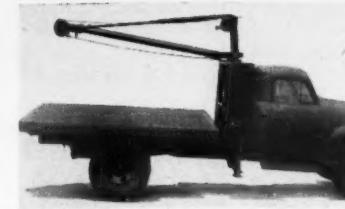
**Cortland**  
BRAND  
WIRE  
NETTING



**Cortland**  
BRAND  
HARDWARE CLOTH



**WB**  
**Cortland**  
BRAND  
WICKWIRE BROTHERS, INC., CORTLAND, N.Y.



the truck engine through a power take-off.

**Write for P425. Use coupon page 94.**

### FIRE PROTECTION

The Elkhart fire-hose cabinet has a door that is factory-glazed with high-quality glass to permit the entire contents of the cabinet to be seen. It holds a 1 1/2" angle valve with 75 feet of unlined linen hose, 2 1/2" valve to be used by fire fighters, 2 1/2-gallon 500-pound tested brass-drawn shell fire extinguisher, firemen's axe, and spanner wrench.

Another model holds only a hand extinguisher.

**Write for P426. Use coupon page 94.**

### CONCRETE-FORM COATING

Form-Lac coating for concrete forms is a heavy-bodied sealer and preservative that is said to leave a smoother edge when stripped away from the concrete. Tests prove that little or no rubbing is necessary.

Form-Lac and Form-Lac Thinner are now available in 55-gallon drums, 5-gallon pails, and 1-gallon cans. Complete instructions for proper mixture and application are printed on each container.

**Write for P427. Use coupon page 94.**

### 60' PREFAB BUILDINGS

Great Lakes Steel "Long-Span" prefabricated structures are now made with unobstructed interior widths of 50' and 60'.

Principal uses for the new buildings are medium-sized warehouses, small manufacturing plants, commercial establishments, and public assembly or recreation halls.

Side-wall columns for Long-Span models are 16' apart. The buildings have "double wall" construction that provides insulation equivalent to that of masonry 36" thick at a fraction of the cost.

**Write for P428. Use coupon page 94.**

### QUICK SCAFFOLDING

The Step-A-Time Scaffold bracket is quickly assembled and folds up to size 36" by 17" by 2" for carrying.

Hanger gussets are attached at any convenient location to lock ladders

in place. The ladders carry the weight and are placed without leveling or base work before erection.

Wing nuts on the ladder clamp rod hold the ladder as close as 6" or as far out as 20".

A wooden stage, laid between ladder rungs, provides an adjustable working platform at the height needed.

**Write for P429. Use coupon page 94.**

### BUILDERS' CONVEYOR

The "Fairfield Builder" is a new conveyor designed especially for contractors and builders. It handles brick, block, mortar, lumber, gypsum, corrugated metal sheets, and other materials.

Model 270, the Flare Top, has a deeper trough and conveys all materials except those wider than 16". Model 271, the Flat Top, is used for elevating wide insulating board, siding, and other wide materials.

By adding one or two 8' boom sections, the 24' base machine converts into a 32' or 40' conveyor.

**Write for P430. Use coupon page 94.**

### 3-WAY TRUCK HOIST

Installation of the Norweld hydraulic truck hoist converts any 1 1/2- or 2-ton truck into a dump truck that dumps right side, left side, and off the end.

A simple alternative arrangement of pivot hinges enables the truck bed to be dumped any of three ways in less than 30 seconds changing time. The bed also can be locked for rough hauling or shifting loads.

The three-way hoist comes in a complete self-contained unit, ready to be mounted without welding.

**Write for P431. Use coupon page 94.**



### 4,000-POUND FORK-LIFT

The Mobilift D-424 is a new 4,000-pound-capacity fork-lift truck with a power transmission system.

There is no clutch pedal and there are no gears to shift, as all forward and reverse movement is activated by one push-pull control placed for easy right-hand operation. Another push-pull lever controls the two-speed transmission, with a high range of 11 MPH.

Hoisting on the new D-424 is by a displacement-type hydraulic cylinder. The mast height is 83", with a lifting height of 108".

**Write for P432. Use coupon page 94.**

## Use of Wood Panels in School Cuts Cost

Application of modern materials and construction methods in the erection of a new elementary school in Massapequa, Long Island, effected savings of at least 40 per cent in comparison with building comparable facilities by more orthodox methods.

Construction of interior walls of classrooms and corridors is a major example of economies effected by the architect for this new public school. These walls were formed of Novopoly, a laminated wood panel resulting from the integration of small resin-treated wood segments. Nearly 1,000 of these four - by - eight - foot panels were used for the classroom walls and for the walls of the 1,300 feet of corridors.

The panels are applied with a V-type joint and are nailed directly to the studs of the walls.

The architect explains that the panels effected an economy not only in the original cost of the school building, but will result in a notable saving in maintenance costs as well. The wood panels lend themselves to a stain and varnish finish much easier to clean than paint on plaster, for example.

He also points out that should any trouble develop in the walls necessitating removal of the surface, with the panel type of construction it is a simple matter to make the necessary repairs. In most cases it means the removal of but a single panel to get to the seat of the difficulty.

Of frame and brick veneer construction, the Massapequa school is all on one floor. Each room has direct access to the outside by means of a door through which the pupils can be evacuated in 25 seconds.

## Bommer Hinge Plant Opens in S. C.

The Bommer Spring Hinge Co. has started production at its modern new plant in Landrum, S. C. The main office was moved here from Brooklyn, N. Y., where a sales office and warehouse is still maintained.

The company makes spring hinges, lavatory hardware, checking floor hinges, and government - approved apartment house mail boxes.

## Aid in Tree Plantings

Lumber companies in the Linden, Tex., area each have contributed \$200 to a tree-planting drive of the Marion-Cass Soil Conservation District.

Contributing companies include the Morse Lumber Co., Poole Lumber Co., Ware and Driscoll Lumber

Co., Edwards Lumber Co., and Hunter Lumber Co.

Three tree-planting machines also were donated.

## Bolger TV's Paint

On the first nation-wide TV show associated with the paint industry, Ray Bolger, dancing comedian, will promote paint every other Thursday evening from 8:30 to 9:00 Eastern Standard Time. On alternate Thursdays, the program promotes cigarettes.

Starting October 8, the program will run for 52 weeks.

Companies co-sponsoring the show include Sherwin-Williams Co., Acme Quality Paints, Inc., Lowe Brothers Co., Martin-Senour Co., W. W. Lawrence and Co., John Lucas and Co., Inc., and Rogers Paint Products, Inc.

## Cooled Churches Pay

Increases as high as 50 per cent in church attendance and collections are attributed to air-conditioning, according to a recent survey reported in *Architectural Forum*.

Over 5 per cent of all U. S. churches with seats for more than 100 persons have installed cooling systems—most since 1950, and mostly in the Southern states.

The First Baptist Church of Waco, Texas, reports that its membership grew so large that its yearly budget rose \$50,000 after air-conditioning.

## BRUSHED PLYWOOD

(From page 29)

panels, 5/16 inch thick, and are commonly packed 10 to a carton for protection. One firm offers its pattern in prefinished panels, 16 inches wide and 8 feet high, in a choice of two finishes.

Brushed plywood panels are available in two types or grades, bonded with glues to be used for either interior or exterior application. The "select" type is clear from any of the natural wood defects, and, therefore, sells for about five cents a square foot more to the retail consumer than does the rustic type, which has either the knotty or burly common wood defects.

The sales appeals of this material, besides its attractive appearance, are the ease of application, low maintenance cost, and the variety of designs and finishes that can be obtained with it.

These brushed plywood panels can be applied to walls either hori-

zontally or vertically, whichever way they create the most satisfactory space illusion or architectural design. Some applications are made in 16- or 24-inch squares.

The ease of applying them over old walls—in homes and offices—is their most evident sales factor. It is cheaper to apply these panels to an old wall than to refinish the walls in plaster or cover them with most any other durable material. The cost of the brushed panels seems high, but the installed investment is comparable per square foot to plastering because the panels go up so fast, with no waiting period for drying.

Any conventional type of plywood joint can be used on interior walls or ceiling — "veed," inset bullnosed, recessed, decorative wood molding, backing for any material, or snap-on metal molding. Brushed plywood can be applied to wall studs, by nails, glue, or molding.

Any conventional kind of finish—paint, varnish, wax, or stain—can be applied to these panels. They can be painted with a choice of finishing stain, color, or combinations of shades—light on dark, dark on light, color on color.

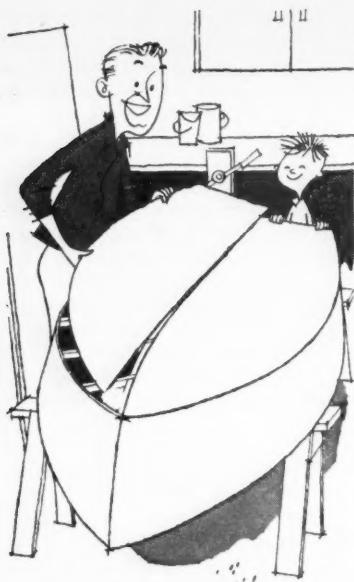
The most popular finish for home walls is to apply a base coat of paint and let it dry, and then apply another and wipe it before it dries. This gives a predominance of the base coat on the "high spots" of the grainy wood, while the "wiped coat" pleasantly contrasts in the low spots. Thus, it can be "finished" by almost any Home Handyman . . . or woman.

When the family "tires" of a wall color or finish, it is fairly easy and inexpensive to change the color of brushed plywood walls. They are practical for homes with children, because fingerprints and smudges can quickly be wiped or safely washed off.

Brushed plywood is durable because it consists mostly of the hard winter wood after the summer or soft wood has been removed by brushing or etching. When properly installed and finished, it will not crack or mar.

In addition to homes, where it is used for the walls and ceilings of some rooms, such as living room, recreation room, or den, brushed plywood is going up fast in restaurants and offices. It also is growing in popularity in store interiors—on counters, display tables, valances, window trim.

The manufacturers of this modern material are creating public

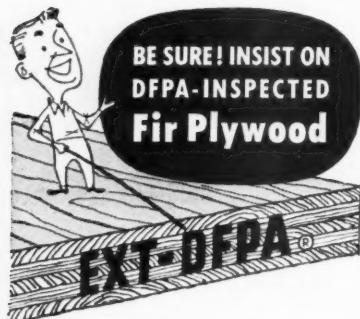


for any outdoor use -  
be sure it's always

## EXTERIOR FIR PLYWOOD

When you sell fir plywood for any use exposed to weather, water, or unusual moisture conditions — siding, soffits, boats, shower-stall backing, etc.—BE SURE IT'S EXTERIOR-TYPE, made with 100% waterproof glue. To help you sell the right plywood for the right job, send for free booklet "The Inside Story of Exterior Plywood". Dept. DE, Douglas Fir Plywood Association, Tacoma 2, Washington.

Interior-type fir plywood, of course, is for all indoor and construction jobs—sheathing, paneling, built-ins.



This registered EXT-DFPA trademark is your positive identification of fir plywood with 100% waterproof glue. Stock it for all outside jobs.

## Sell Right-and Sell More!

...and remember, you can't sell it if you don't stock it

demand and making it easy for dealers to sell it, at the same time. Colorful advertising is being run in some shelter and architectural magazines, whose editors also illustrate its many possibilities in pictorial layouts.

Factory representatives can supply the dealer with booklets and folders showing striking uses of brushed plywood. Samples are available for counter displays. One firm offers a three-dimensional slide viewer for the dealer to use in letting customers see the appeal of such installations in two-toned combinations.

Word-of-mouth testimonials of architects, builders, and homeowners who have selected brushed plywood prompt other prospects to try it. It certainly provides the aggressive dealer with another item that has the look of luxury and the touch of drama that sells on sight to many moderns looking for something that offers "beautility."

## HUMAN TENSIONS

(From page 31)

The principle of utilizing tensions for selling is to study the customer — the prospect. What tension in his life will be relieved by your product. If you made umbrellas, you would pray for rain every day or move to a rainy area. If you could make it rain you would be creating a tension which your product would help relieve.

A manufacturer of a cereal finds that folks are not hungry enough to consume his product in large quantities. Hungers come and go. He can not create them. So he finds other tensions which his product may relieve. He discovers that most people worry over their health. Here is a ready-made tension. So he adds vitamins to his cereal and offers it as an aid to the existing tension. Now you can eat to become healthy as well as to satisfy your hunger.

If you want fresh outside air to enter your home, you expel the stale air. That creates a vacuum and the outside air rushes in. You don't go outside and try to push the air in. Just so, when you have created a vacuum in the mind of the prospect and directed that vacuum toward your product, he'll buy to fill a need.

Fundamentally (and frankly)

most sales are made by worrying the prospect with a problem he may never have thought of, and then offering him the solution. Selling aspirin to a man with a headache is not salesmanship. Of course, you can not give him a headache so he'll buy, but you find other reasons which appeal to his normal personality. You worry him about what will happen if he has a headache late at night, so that he will buy an extra box!

**You worry him**—you offer him a solution—he buys—the tension is relieved—you have made a sale.

The man who fires his furnace by hand is certainly working hard at it. He knows that, but it doesn't worry him until somebody reminds him that he could sprain his back, that his energy is being wasted, that such hard work will age him prematurely. Ah, now you have created a tension! Notice that the tension has nothing to do with your product, only with human moods. Now that you've created a tension the man will look carefully for proof of your claims. He'll complain that he really is exhausted. When he shaves he'll look for new wrinkles in his face. All his imaginary ills will intensify under his thinking. Now sell him an automatic heating system. Well don't sell it — just tell him about it, you've already sold him!

A woman can live contentedly in a small home until her friends buy large ones. Suddenly she finds herself unhappy (under tension) and only a larger house will relieve her tension. You can walk along a street for blocks completely unaware of the heat until you see a thermometer or headline. Coca-Cola advertisements do not make you thirsty—they only remind you that you are thirsty, give you a reward if you are willing to be thirsty (refresh yourself), and generally create a tension which you relieve by buying a Coke.

**Well, that's enough** evidence of how tensions work, that they are at work, that they are used effectively. You see, the idea is very simple. Instead of concentrating upon the fact that an article is chromium-plated, or solid mahogany, or all wool — find out what these things do to relieve the customer's personal tensions and talk about the tensions.

Folks who are ill prefer to talk about their ailments rather than about the cure. You'll be sympathetic in dealing with tensions; yes, even in providing tensions. So

let's get down to uses of this principle.

There's a great flexibility in the use of tensions in selling. Here are some suggestions:

1. Search for existing tensions.
2. Adopt new tensions that did not exist before.
3. Locate forgotten tensions.
4. Enlarge mild tensions.
5. Speed up slow-moving tensions.

Now let's examine each of these briefly in order to understand how and when to apply them.

When you *search for existing tensions*, you'll have plenty of competition, for most manufacturers have been leaning upon existing tensions and stopping there. It is no secret that women are influenced by color in buying. If you use that tension as your chief selling instrument you'll have to share the existing market with your competitors.

**Ask people who buy** from you, just why they buy from you — specifically. What is there about your product that outshone competition. Then why was the purchase made in July instead of the previous February or the following October. You'll learn a lot about people and their relationship to you. This is a splendid foundation for any sales expansion.

If, for instance, I find that you buy my brand of cigars because you feel "it's a man's cigar" and I trace that to our hunting scenes on the box and in the advertising, then I know how to sell another man who wants also "a man's cigar" and hates weak, feminine mood selling. Don't be content with good business — find out why it's good — get the pattern and cut your future selling to the fit of those who are not buying now. Some years ago a wise person found that a nation-wide nervous tension existed. It was already there. Everyone was chewing his nails. So he invented a Yo-Yo top to keep their hands occupied and made a fortune relieving an established tension.

For easier selling, *adopt new tensions* that did not exist before. This is based upon the sound theory that business can not grow unless it creates markets. A man owns a radio in his living room. He is contented. You can not sell him another radio unless you upset his contentment. So you create a tension — you suggest how uncomfortable it is *not* to have a radio in the bedroom. You have thus cre-

ated a tension that probably would never have existed without you. You adopt it as a normal part of living, sell it to the prospect and, having burdened him with a tension, you proceed to show him how to relieve it by buying a radio set made "especially for the bedroom" — and especially for the tension you have adopted!

Hundreds of everyday needs were once the extended imagination of a manufacturer looking for a means of creating a vacuum into which his product would be

drawn. The cosmetic maker who devised a special lipstick for brunettes and one for blondes and another for redheads was actually developing new tensions in the minds of these prospects, which no other lipstick would satisfy.

The world is filled with people buying things to alleviate created or adopted tensions. Not too many years ago we got along very well without ice cream in the winter. Somebody created a sense of discontent which only ice cream can satisfy, and even though it may be

## 4 Reasons Why

Every Builder  
Should Use Ready-To-Install  
**Complete**  
**Window Units**  
Equipped With  
**Monarch Metal Weatherstrip**

Builders will listen to these 4 sales points when you talk to them about Complete Window Units, precision-assembled by the mill or millwork jobber:

- Waste of materials is entirely overcome
- All time-consuming on-site assembly is eliminated
- Completion dates are easier to meet
- Better, more accurate construction is assured

And here's why YOU should sell Complete Window Units:

1. You increase your sales-dollar volume
2. You reduce your material handling and inventory investment

Result — more profit for you!

**ASK YOUR SASH & DOOR  
JOBBER ABOUT THEM**

Published in the interest of  
better and more economical  
building construction.

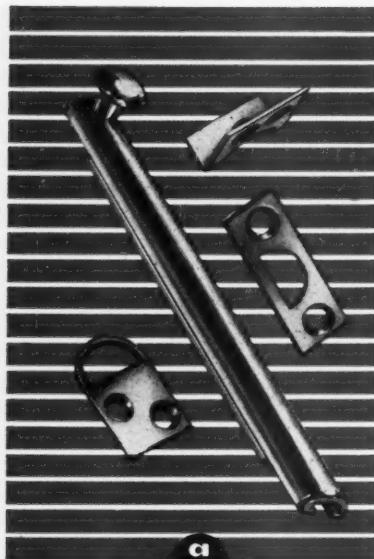
*The New*

# CONCEALED-GUIDE SURFACE BOLT

NO. 354

by

## ADAMS-RITE



*The mark of excellence*

The ultimate in streamlined appearance... and made of solid brass, of course.

This is the new Adams-Rite No. 354 Surface Bolt. It is mounted completely on concealed guides—even the screws are not visible after installation.

Designed especially to blend with contemporary architecture. It is unusually strong, made of solid brass throughout and hand polished. Available in  $\frac{1}{2}$ " widths and 4", 6" and 8" lengths.

WRITE FOR COMPLETE INFORMATION



a cold winter, we buy ice cream!

A form of reminder selling is to locate forgotten tensions. You bring up a forgotten tension during the course of a selling conversation. You describe and elaborate in detail upon a situation, a hunger, a problem that must have occurred in the experience of the prospect, and you discreetly warn against putting it away again. Many items are sold on this selling theme — a food manufacturer reminds you of unexpected guests and how embarrassed you were last time; a new tire jack recalls the time you had a flat and a clumsy jack; banks keep reminding you that some day you'll need money and you should save for it now.

Folks fight off suggestions to buy. Sometimes they resist your efforts to plant a tension within them. It is not difficult for them to shift their thinking so that you become the tension and they hate you for bothering them.

That's why we hear so many complaints about door-to-door salesmen. This tension form of selling must be woven into the sales talk discreetly and not as a threat. "Only five more days before Christmas" is reminder selling or an effort to sustain a tension that the observer is constantly forgetting.

In selling a furnace, for example, you don't need to say bluntly, "Don't take chances, it's going to be a cold winter." No, you can easily build tension through locating a forgotten need with, "Were you in town last January? Wow, wasn't the cold terrible?" The customer will carry on from there.

Often it pays to enlarge mild tensions. This means amplifying those tensions which the prospect may otherwise accept and dispose of without buying. People have noticed a trace of blood on their toothbrushes for years, yet when a toothpaste manufacturer sold them on the idea that here was something to worry about, they rushed to the stores to buy the toothpaste which would relieve the condition and satisfy the tension. You understand the "pink toothbrush" did not bring sales; that existed before. It was the tension that was magnified by the advertiser.

As long as a person does not worry and is under no tension, his most serious affliction will not produce action. If you can get people to worry over dandruff they will buy relief.

We all got along very well without television for years and you may still be doing so. But let enough people ask you, "Did you see that television program last night? You certainly missed something," and soon you'll be uncomfortable in your apparent lack. This tension can produce a sale.

To succeed, a salesman must speed up slow-moving tensions. No sale is ever made unless somebody with an idea for buying, actually moves to make the purchase. Many a salesman is flabbergasted when he faces a prospect who is vitally interested, listens attentively, and refuses to buy. Such cases prove that you can build up an apparently convincing story and because you did not think of closing early enough you ended the story without a climax.

You must introduce the element of time in every sale and not wait for the end. If you're going to sell a man a sailboat and you talk to him in early spring, you can safely start the conversation with, "Well, here we are, spring hardly here and summer almost gone." Then when you reach the close of your sales talk you won't need pressure selling.

The element of timing will be natural because the time-tension is already at work.

In speeding tensions you also use price advantages for buying now, dangers to health if delays are taken, etc. When the prospect is laboring under a moving tension, a sense of impatience develops and he buys because he is prodded by his own wishes. Again you have created a vacuum and a sale rushes in to fill it.

True, this is simply a change of attitude from selling to making the prospect buy, but it does produce better results, smoother selling, and more satisfied customers.

In summary, you must Search, Adopt, Locate, Enlarge, and Speed tensions. The first letters of these five words together spell "SALES."

The entire theory of this principle of tension control is one of attitude — the attitude of the seller.

You are not selling, you are developing vacuums which can only be filled with your products. You are creating human tensions which move toward your product for satisfaction. You work on the prospect with the qualities of the product in mind. In short, you do not sell the product — you make it wanted, needed. The results in sales are inevitable.



**Any Way You Spell It, D-P's Tip-Top Quality Means Better Results—Greater Satisfaction—Bigger Sales!**



For ease of application, long life and over-all maintenance economy, D-P Caulking Compound knows no peer! Absolutely will not bleed, stain or discolor masonry. Remains in a semi-plastic state to assure tight, permanent sealing! No hardening—no cracking—just tip-top trouble-free service!

These outstanding features spell highest quality—and that spells more sales and profits for you with D-P Caulking Compound! Available in 1/10 gal. cartridges and standard cans, 1/2 pt. and up. Order D-P Caulking Compound from your jobber now . . . today!



Stock and display famous D-P Glazing Compound too. Perfect for many home maintenance uses, it moves profitably! Order now—cash in on Fall and Winter repair jobs!

For 86 years—the quality leader  
**The DICKS-PONTIUS COMPANY**  
 DAYTON, OHIO  
 Alexandria, Va. • Decatur, Ga. • Dallas, Texas



WORLD'S MOST COMPLETE LINE OF

# ALUMINUM NAILS

NICHOLS

## ALUMINUM NAILS

RUST-PROOF  
STREAK-PROOF

ELIMINATE  
PREMATURE  
PAINTING

FHA APPROVED

ETCHED FOR  
GREATER  
HOLDING POWER

ELIMINATE  
COUNTERSINKING  
AND  
PUTTYING



A NAIL  
FOR EVERY NEED!

Never-Stain Aluminum Nails are the obvious and most economical fasteners for use in the application of any building material where rust spots and streaks affect maintenance and appearance. This year over 65 million people will read about Never-Stain Aluminum Nails in leading national business and shelter magazines.

**CONVENIENT PACKAGE!**  
 Nichols Never-Stain Aluminum Nails are conveniently packaged for easy identification. Each carton is clearly marked with type size and coverage. Also available in 50-pound cartons.

Include popular Never-Stain Aluminum joist hangers, building corners, valley, flashing and molding with your nail order.



**NICHOLS WIRE & ALUMINUM CO.**

DAVENPORT, IOWA

World's Largest Manufacturer of Aluminum Nails

**THE ANSWER** to many a dealer's "prayer" for a way to do direct-mail advertising economically and simply was provided last month by an act of U. S. Postmaster-General Arthur Summerfield. As an economy reform, he ordered third-class mail to be delivered, without street addresses, to urban householders.

As far as the advertisers are concerned, they now can blanket selected mail routes and urban sections with literature without having to maintain and use address lists.

As far as the post-office is concerned, this simple third-class mail routine will result in a cut in postal personnel.

Heart of the new plan, which took effect August 21, is an information system under which an advertiser can obtain complete lists of all the delivery stops along any urban carrier route. He then will label his mailings "Boxholder" and bundle together enough for each route, identify the bundles with the route number and city, and send them to the post-office. The mailman will deliver one piece to each address along his route.

For building material dealers and other merchants serving cities, this new plan will permit quick, low-cost mailings of the attractive literature that manufacturers provide at nominal cost or free, and mailings of an advertiser's own folder or letter.

**THE BEAUTIFUL** editor of *House Beautiful* magazine is Miss Elizabeth Gordon. In a speech at



the last annual meeting of the Chamber of Commerce of the U. S., she neatly capsuled the defects of public housing in words that might well have later influenced Congress to give the axe to unlimited public-housing quotas for this fiscal year.

Explained Miss Gordon: "Too many social planners try to form people into a pattern of their own making, and the danger is real that people will become accustomed to it and really believe it is what they have always wanted.

"The public housing we see today tells us what the government thinks of the people.

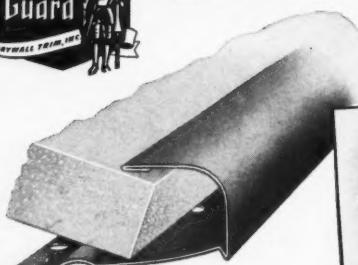
"The private houses we see today tell us what people think of themselves."

## Two Big Aids for Better Dry-Wall Jobs



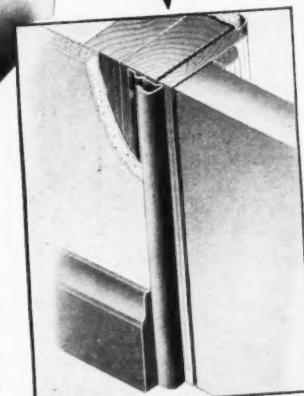
Steel Casing for Doors and Windows

NO. 101  
PATENT PENDING  
U. S. & CANADA



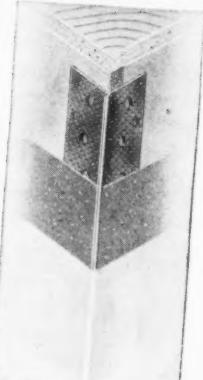
Now FACTORY MITRED Stock  
Lengths at No Extra Cost

Firmly grips board with SPRING-TIGHT ACTION • Precision rolled from galvanite steel • Available for  $\frac{3}{8}$ ",  $\frac{1}{2}$ " and  $\frac{5}{8}$ " thick wall boards 7 ft. and 12 ft. lengths • 600 ft. per crate.



'Has the Edge'

Steel Guard for  
External Wallboard Corners



Nails securely thru wallboard NO. 220  
to stud • Knurled for good  
spackle adhesion • 8 ft.  
stock lengths • Packed  
200 ft. per tube.



AT BUILDING MATERIAL DEALERS OR WRITE

**DRYWALL TRIM, INC.**

2408 N. FARWELL AVE.  
MILWAUKEE 11, WIS.

Miss Gordon's subject was "What the Consumer Wants for His Housing Dollar"!

**UNFAIR COMPETITION** is the gripe or cry of retailers across the land, but they're usually just complaining about the by-passing sales tactics of some suppliers. Rarely do the dealers get down to brass tacks and work out some ethical means of protecting the public and preventing unfair competition.

A notable example of action in this respect is the "Code of Ethics" which has been adopted "for the retail lumber and builders supply industry" by 43 dealers in five counties centering around Fort Wayne, Indiana. The participating dealers display a plaque on the walls of their stores as a sign of honest advertising of the quality and condition of their materials. Their code reads:

"This Code of Ethics is subscribed to, enacted and directed to the elimination and prevention of unethical and unfair practices in the conducting of the retail lumber and builders supply business in the above area. It is to the end that the business of the industry may be conducted under fair and ethical competition so that the public as well as the industry may be protected against all the harmful practices set out in this Code.

"The promotion of sales through the use of deceptive advertising or by personal representation calculated to deceive the purchaser shall be considered unethical. All advertising of any form shall contain a true and adequate description the article offered for

sale in terms that are readily understandable to the purchaser.

"Adequate description shall mean the grade, species and quality. In lumber they shall be those grades that are standard according to the grading rules established by the National Associations of the different species. Such as Clear, Select, No. 1, No. 2, No. 3, etc. Any grade other than those that are standard shall be clearly described and off grades, short lengths, and poorly seasoned shall be so designated in the advertisement.

"Imitation of the brands, trade marks, trade labels or other distinctive words and phrases of a competitor which have the tendency or effect of misleading or deceiving the purchaser shall be considered unethical.

"It shall be considered unethical to impute, falsely, unethical conduct, misrepresentation, failure to perform contracts to a competitor.

"To wilfully entice an employee away from a competitor by offering him employment while he is employed by such competitor or to induce him to be disloyal to his employer by any practice shall be considered unethical.

"**This Code of Ethics** shall not be construed as in any way restricting the freedom of competition or of employment or to fix or control prices through any agreement or to be construed as preventing free competition within the industry.

"The undersigned hereby agrees to accept and practice the provisions of this Code in the conduct of his business and to encourage others to do so."

—DONALD L. MOORE

**now...**  
Our No. 50 Quarter-Round Steel  
Plaster Grounds (FOR DOORS AND WINDOWS)

**FACTORY MITRED!**  
Precision Die-Cut for Accurate, Faster Installation  
—In Stock Lengths at No Extra Cost  
■ AVAILABLE FOR IMMEDIATE SHIPMENT ■

Ready-made mitres (right hand at one end, left hand at other end) available in our quarter-round No. 50 short flange... in  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and  $\frac{5}{8}$ " grounds — 7' and 10' lengths. Packed 1000' per crate. (4 other styles available with standard square-cut ends. Send for literature).

AT BUILDING MATERIAL DEALERS OR WRITE...

Can Also  
Be Used For  
PERFECT  
COPED JOINTS

HERE'S HOW:

- 1 Snip off portion of back nailing flange
- 2 Overlap to form a perfect cope

**CASINGS INC.**  
2408 N. FARWELL AVE.,  
MILWAUKEE 11, WIS.



## You can satisfy all these requirements best with Tenneseal V-Drain Roofing!

Here are the features that give Tenneseal Steel Roofing such outstanding sales appeal—

### PROTECTION FROM RAIN

Tenneseal V-Drain Roofing has been so expertly designed that Tenneseal Roofing Sheets can be put together to form a snug, leak-proof steel blanket that protects livestock, stored crops and valuable machinery from the hardest and most persistent rain. It does not expand and contract with weather changes as much as other types of metal roofing, which action, over a period of time can cause undesirable, enlarged nail holes.



### PROTECTION FROM

#### HIGH WINDS AND HAIL

Because Tenneseal Roofing is steel, it has unequalled strength and toughness, and has been proved to give rugged resistance against high winds and drumming hailstones.



### PROTECTION FROM

#### FIRE AND

#### LIGHTNING

Tenneseal V-Drain Roofing offers the resistance of steel to the threat of damage from fire, and, when properly grounded, it gives unrivaled protection from lightning.

### EASY INSTALLATION

Tenneseal can be laid on properly spaced purlins, saving the cost and building time of a solid roof decking. Ordinary farm labor can easily handle Tenneseal Steel Roofing.



### LONG LIFE AND



### LOW MAINTENANCE

Heavy galvanizing on Tenneseal Roofing adds years of extra service to the naturally long life of steel. Actual service records vary with the atmospheric conditions in different localities, but users in all parts of the South praise the life span of Tenneseal V-Drain Roofing. Once a Tenneseal Roof is installed, it requires no additional attention.

### LOW COST



The cost of Tenneseal V-Drain Steel Roofing, installed, is about the same as for ordinary steel roofing. It is far less than for other types of metal roofing. The long life of Tenneseal Roofing makes its annual cost very low . . . one of the best investments a farmer can make.

Be sure you have plenty of good-looking U-S-S Tenneseal V-Drain Roofing on hand.



## U-S-S TENNESEAL V-Drain ROOFING

TENNESSEE COAL & IRON  
DIVISION

UNITED STATES STEEL CORPORATION, FAIRFIELD, ALABAMA

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

UNITED STATES STEEL

## NEWS about MANUFACTURERS

### Steel Kitchen Makers To Analyze Market

Ways in which individual members can analyze various market potentialities throughout the country were covered at the September 2 meeting of the Steel Kitchen Cabinet Manufacturers Assn.

The speaker for this quarterly meeting was Donald M. Hobart, vice-president and director of research for the Curtis Publishing Co., who explained the Curtis market index.

Members discussed ways to circulate a newly-prepared brochure to home-owners, architects, contractors, and others and plans for an employee benefit survey.

The board of directors elected Arthur J. Tuscar Jr. to the position of executive secretary-treasurer.

### A. B. C. Jalousies Honor Architects

As a means of spotlighting the architectural profession, the Adams Engineering Co., Inc., a Miami, Fla., manufacturer of A. B. C. jalousie windows, has inaugurated an institutional advertising campaign that honors individual architects.

The company head, Charles Silvers, arranged to run two-by-seven-column ads in the Miami newspapers. They are labeled "Salute Achievement," picture a member of the local AIA chapter, and merely mention A. B. C. jalousies. This ad series will honor each member of the chapter alphabetically, listing some of his better pieces of work.

In commenting on the success of this institutional advertising, Silvers expressed the hope that ultimately it could be used on a national basis.

### Beadex Hikes Output

To supply nation-wide demand for Beadex, the original bonded metal corner bead for dry-wall corner bead, the Beadex Corp. has installed additional equipment in its modern plant in Seattle, Wash. This firm was started in 1948 in the home workshop of Art Dunlap, professional taper and authority on dry-wall construction.

Beadex is fabricated in the Dunlap-managed plant from hard metal strips formed to a right angle. A joint tape is glued to it with rubber-base adhesive under pressure for deep waterproofing and perfect lamination.

AUGUSTA, GA.: Thomas M. O'Connell has been appointed Kawneer field representative covering the newly-created Augusta territory. He joined the **Kawneer Co.** in 1951 and has served in various sales and supervisory capacities.

DIBOLL, TEX.: Arthur Temple Jr., president of the **Southern Pine Lumber Co.**, was one of seven persons in the nation to receive the Veterans of Foreign Wars Medal of Merit award recently. It is the second highest award made by the VFW. The citation read, "In recognition of his inspiring humanitarian and civic interests, his organizing skill, and dynamic leadership through which he has benefitted the citizens of the State of Texas."

DETROIT, MICH.: Marshall V. Noecker, president of the **Kaufmann Corp.**, recently announced the acquisition of 8,000 additional square feet of space next door to the present plant. This is the first step in an expansion program for increasing production of Kaufmann aluminum doors and windows.

CASSVILLE, MO.: **Forest Products Co., Inc.** has announced an expansion program to increase its line of hardwood flooring. New machinery will be installed in a new 1,200-square-foot building.

BIRMINGHAM, ALA.: The program of the Alabama Forest Products Assn. to promote wood uses in buildings was held up somewhat by the lack of timber trusses and arches. Helping to overcome this difficulty, **Timber Structures, Inc.**, has opened a district office in Birmingham, headed by Gerald S. Odom. This firm was organized in 1935, with headquarters in Portland, Ore. It has grown to be the largest fabricating company in the nation devoted exclusively to production of solid timber and glued laminated structural components.

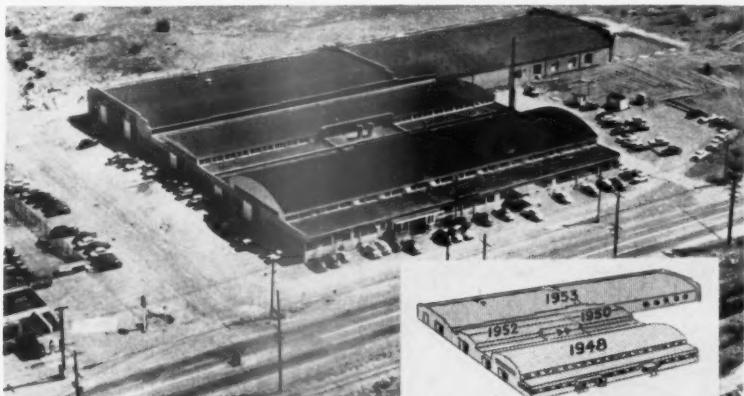
NEW BRUNSWICK, N. J.: The **Triangle Conduit and Cable Co., Inc.**, will start production of brass and copper tube October 15, in its new mill that covers an area of 130,000 square feet. Triangle sells exclusively through firms that service plumbing and heating contractors and consumers.

LOUISVILLE, KY.: The **Security Sash and Screen Co.** has been granted a charter of incorporation.

HOUSTON, TEX.: Virgil C. Reed has been appointed field representative for the Southeastern and Southwestern states by the **Alloy Rods Co.**, York, Pa., manufacturer of alloy arc welding electrodes.

CINCINNATI, OHIO: The **Philip Carey Manufacturing Co.** has named Lloyd A. Pfaff as production manager for asbestos-cement operations. He is in charge of manufacture of Careystone corrugated, Ceramo, asbestos-cement siding and boards.

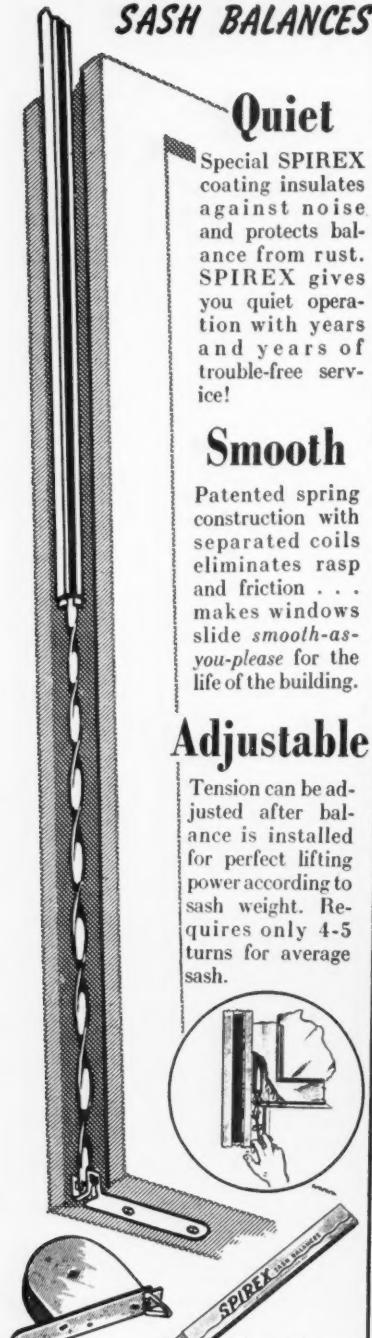
NEW CASTLE, PA.: Concurrently



### THIRD EXPANSION FOR WASHINGTON PRODUCTS

Recent expansion by Washington Steel Products, Inc., Tacoma, Wash., has doubled the previous floor space. The insert sketch shows the part of the present quarters built in 1948 and adjoining sections completed in 1950, 1952, and 1953. President Morrison Johnson first developed his ideas for architectural products, Kitch'n-Handy cabinet attachments and hardware, and rolling door hardware during the depression and formed the corporation with other businessmen in 1945. Last August, the firm held its third annual convention of factory sales representatives, including men from Hawaii, Canada, and all parts of the United States.

# SPIREX SASH BALANCES



## Quiet

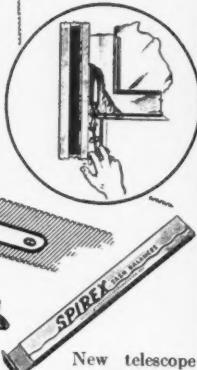
Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

## Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide smooth-as-you-please for the life of the building.

## Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.



Manufacturers of precise clock spring balances since 1888.

**Marion T. Davis & Company**  
281 North Ave., N.E., Atlanta, Ga.  
Day: Emerson 6474; Night: Exchange 2278

**J. Scooby North**

Nat'l City Bank Bldg., Dallas 1, Texas  
Phones: Project 7251, Lakeside 0701

**CALDWELL MANUFACTURING CO.**  
63 Commercial St., Rochester 14, N.Y.

with the presentation of the new "Easy Living" kitchen equipment line, the **Universal-Rundle Corp.**, announced separation of plumbing fixtures and kitchen equipment sales activities. Floyd W. Fennell was made manager of the new kitchen equipment division.

**CINCINNATI, OHIO:** Henry R. Hogendobler, former industrial insulations sales manager for **Owens-Corning Fiberglas Corp.**, is now vice-president and general manager of the Fiberglas Contracting and Supply Co. This firm supplies dealers from branch offices in Louisville, Ky., and Dayton and Portsmouth, Ohio.

**CHICAGO, ILL.:** Harold Johnson, former manager of the **Martin-Senour** paint company's West Coast division, fills the company's new post of product promotion and public relations manager. A. C. Furtwangler, former merchandising manager, became sales manager of the North-Central division.

**CLEVELAND, OHIO:** Leo W. Neumark has joined the **Tremco Manufacturing Co.** as vice-president in charge of marketing. He will coordinate sales activities of the several divisions.

**NEW HYDE PARK, N.Y.:** A former advertising agency executive, Felix Giovanetti, has joined the **Jasco Aluminum Products Corp.** as

director of advertising. He will handle the independent advertising for Jasco distributors throughout the nation.

## Film Shows How to Maintain New Home

To help buyers maintain their homes properly, the National Assn. of Home Builders, in cooperation with *LIVING For Young Home-makers* magazine, has produced a new educational film which is available free to schools and clubs.

"Your New Home—How To Take Care of It," explains such things as moisture control, what to do with sticky doors; cleaning and decorating walls and woodwork; what to use on asphalt tile or hardwood floors, etc. These and many other maintenance tips are illustrated and discussed in the 50-frame 35 mm strip film.

To assist teachers with the film presentation, the NAHB has prepared a comprehensive 14-page lesson plan type discussion outline to accompany "Your New Home."

One print per school or organization, together with the teaching outline, is available free from the Public Relations Department, National Association of Home Builders, 1028 Connecticut Avenue, N. W., Washington 6, D. C.

**AVAILABLE  
AT ALL  
TIMES**

**KILN DRIED  
HARD-  
WOOD  
Lumber**

Any quantity up to carload lots for immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Butternut, Poplar, Basswood, Prima Vera, Idaho White Pine.

**CHESTER B. STEM, INC.**



657 Grant Line Road  
New Albany, Ind.

**- WANTED -**  
**MANUFACTURERS'  
AGENTS  
FOR ENTIRE  
SOUTHEAST**

**DRYWALL TRIM, INC.**  
(See Ad on Page 104)

**CASINGS, INC.**  
(See Ad on Page 105)

**For Interview, Contact:**

**MR. C. G. WOLLAEGER**  
October 21-22-23-24  
**PEACHTREE HOTEL**  
**ATLANTA, GA**

# HELPFUL LITERATURE

## Mostly free—some for a fee

### STEEL KITCHEN CABINETS.

"Story of the Steel Kitchen Cabinet Industry" is a colorful brochure that helps sell customers "cabinets of steel for lasting appeal." It was prepared to answer questions about cabinets in terms quickly grasped by the consumer. Steel Kitchen Cabinet Manufacturers Assn., Engineers Building, Cleveland 14, Ohio.

**MATERIALS - HANDLING SHORT CUTS.** A revised "How Book" explains and pictures many ways in which various types of materials-handling equipment save money for manufacturers and dealers. Charts and graphs show at a glance how time is saved, what pieces of equipment are suitable for various operations. Yale and Towne Manufacturing Co., Philadelphia 15, Pa.

**ACCIDENT PREVENTION** in the home is the theme of a 44-page booklet. It is entitled "How to Build or Remodel for the Safety of Your Family." The booklet explains the

design and construction of the house and grounds to minimize accidents to the occupants. Home Insurance Co., 59 Maiden Lane, New York, N. Y.

**SCAFFOLDING.** The Superior Scaffolding Co., 5624 Bankfield Avenue, Culver City, Calif., offers a new catalog on its complete line of scaffolding for plasterers, carpenters, bricklayers, and others. Drawings show how each section is quickly and safely erected. Write for No. 102.

**RADIANT HEATING.** "A Simplified Design Procedure for Residential Panel Heating" is a new booklet that gives tables of heat-loss calculations, required panels for given areas, approximate heat input to rooms. It shows how to make a simple frame for easy bending of copper tubing in correct places to fit floor. It covers step-by-procedure for installing copper tubing, from making solder joints to testing the

completed system. Revere Copper and Brass, Inc., 230 Park Avenue, New York 17, N. Y.

**NATIONAL ELECTRIC CODE.** A revision of the 1951 edition of the National Electric Code was released September 1, 1953. It is the result of a broad sampling of opinion and experience by many authorities and was adopted by the American Standards Assn. Paper-bound edition, \$1, from the National Fire Protection Assn., 60 Batterymarch St., Boston 10, Mass.

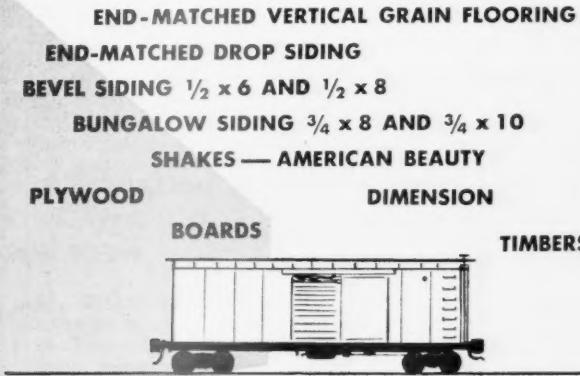
**MASONRY COATINGS.** "Bakelite and Vinylite Resin Coatings for Masonry" is a booklet that tells how these coatings extend the life and beauty and reduce maintenance costs of masonry walls. Photographs show the many commercial, industrial, and residential applications. Bakelite Co., 300 Madison Ave., New York 17, N. Y.

**KITCHEN CABINETS.** "I'm Sentimental about Kitchens" is a full-color folder that explains the need to plan kitchens to make work easier. It tells about the functional, decorative, and economical features of Tracy Kitchens, with stainless steel sinks and counter tops. Five idea kitchens are shown. Tracy Kitchens, Edgewater Steel Co., Pittsburgh 30, Pa.

**MIXED CARS  
TO YOUR ORDER**

**S**pecify what you want...we'll fill the order.

Shown above are just some of the special items which can be included in mixed car shipments. Remember, too, that your order can include hemlock, fir and cedar. For quality lumber and dependable service...buy from Willamette.



**WILLAMETTE NATIONAL LUMBER CO.**

Plants at Corvallis and Foster, Oregon

**WILLAMETTE VALLEY LUMBER CO.**

Plant at Dallas, Oregon

Producers of HI-HEMLOCK®, FIR and CEDAR

HI-HEMLOCK registered U. S. Patent Office

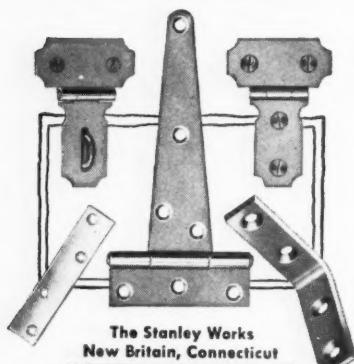
Member West Coast Lumbermen's Ass'n

# DEALERS in the NEWS

**Sure-fire sellers**

**STANLEY**  
Shelf Hardware

The Stanley name on your shelf hardware means faster turn-over and repeat sales for you. The familiar yellow and green label on every box is known from coast-to-coast for indisputable quality and long dependable service. Recommend Stanley Strap and T-Hinges, Hasps, Mending Plates, Corner Irons, etc. to all your customers . . . build customer confidence that pays off again when they look for other products.



**STANLEY**

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

Remember . . . Three Hinges To A Door

## MISSOURI

**KENNEDY:** Noble Cutsinger has been appointed supervisor and auditor for the eight yards of the E. C. Robinson Lumber Co., with headquarters in Kennett. For the last five years he operated a lumber yard in Hayti in partnership with A. B. Rhodes.

**SHERIDAN:** Garland Battalia received his second recent promotion with the T. E. Snowden Lumber Co. when he was made manager of the Sheridan yard. Recently transferred from Webb City to manage the Grant City yard, he will continue to supervise Grant City operations.

**HURLEY:** H. A. Inmon has bought the E. R. Scott lumber yard. Scott has kept the yard closed from time to time due to his illness.

**ALBANY:** Otto A. Krumm has moved here to manage the Fullerton Lumber Co. He has had 18 years of experience in the lumber business.

**FREDERICKTOWN:** The Miner's Lumber Co. building has been repaired and renovated. Thousands of dollars in damage was caused early in July when a fire destroyed the rear of the building.

**SLATER:** The Phillips - Mathis Lumber Co., formerly the Slater Lumber Co., held "open house" recently to introduce the new firm. Heading the list of door prizes was a Hotpoint refrigerator. New proprietors of the firm are Hunter Phillips, of Kansas City, and Harry Mathis, of Marshall. B. E. Hoyes is manager.

## WEST VIRGINIA

**WHEELING:** The Scott Lumber Co. held its annual company picnic at Oglebay Park here August 21. Scott stores closed at noon for the outing. Employees from all 10 Scott lumber stores, as well as from the Scott Homes division, attended with their families.

## GEORGIA

**JEFFERSON:** The Jefferson Lumber Co. recently moved from its location in a warehouse near the depot to a building on the square. The firm hopes to be in a new building on Lee Street by January, 1954. Construction on the new quarters has already begun.

**ATLANTA:** Walter W. Poland Jr. has been appointed Atlanta representative for the Willingham-Tift

Lumber Co. to call on construction firms and homebuilders. He once was associated with his father in the screen and metal weatherstripping business.

**ATLANTA:** Ray Hughes has been appointed manager of the West End store of the West Lumber Co. This branch has been in operation for four years.

## LOUISIANA

**LAFAYETTE:** Safe crackers successfully broke into a safe at the M. L. Monies Lumber Co. recently and took about \$100. They made an unsuccessful attempt to open the Krause and Managan lumber yard safe.

**SHREVEPORT:** Ideal Building Materials, Inc., and Building Specialties and Materials, Inc., have merged. The new firm operates under the Ideal Building Materials, Inc., name.

## SOUTH CAROLINA

**AIKEN:** The Slade-Arnold Supply Co. has been incorporated to sell all types of building materials and home appliances. A. L. Slade Sr. is president.

## TEXAS

**SWEETWATER:** The Burton-Lingo Lumber Co. recently was granted a permit to build a 40' x 60' masonry office building, 20' x 50' warehouse, and 24' x 50' shed, at a cost of \$20,000.

**HOUSTON:** Marion G. Clayton, owner of the Gulf Lumber Co. and the Clayton Construction and Home Improvement Co. recently filed a voluntary bankruptcy petition. The lumber firm was formed last February, and the construction company started operating in July, 1951.

**TYLER:** The Temple Lumber Co. has named J. B. Terrell manager of the homebuilding supply center here. He has been in the lumber business over 30 years and with Temple for two years. He was transferred from the Odessa store, where he was assistant manager.

**CLARKSVILLE:** Ernest Jones, who has been employed in the Bonham yard of the Temple Lumber Co. for eight years, has been transferred to Clarksville as manager.

**BAYTOWN:** The Lakewood Building and Supply Co. held a formal opening late in August on Market

**FIRST COMPLETELY**

*weatherstripped JALOUSIE*

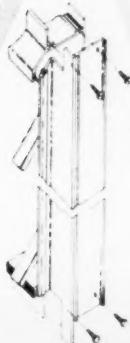
**THE DENISON  
GLASS LOUVERED**

WEATHER SEALED WINDOW AND DOOR

**BUY NOW!**

in easy-to-assemble  
Knock-Down units  
with exclusive tension-  
seal louver clip. Pack-  
aged to cut shipping  
costs and reduce storage  
space for you... simple  
screw driver assembly!

You can store more than  
6 times as many KD  
windows in the same  
space required for as-  
sembled windows!



**BUY CARTON OR CARLOAD**

IT'S PACKAGED PROFIT FOR YOU!

INQUIRE AT ONCE for  
detailed dealer, delivery,  
and specification infor-  
mation —

**Denison  
Corporation**

1890 N. E. 146th St., North Miami, Florida  
Dept. SB2

**SELL THE *Ideal* LINE**  
SINCE 1888  
OF BATHROOM BEAUTY and GREATER PROFITS



Model DFW

**THE *Exciting* BANNOCKBURN**

Since 1888, Ideal Cabinet Corp. has been a leader in style, economy and utility...building a complete line of cabinets of outstanding quality. That's why more dealers and distributors "Sell the Ideal Line."

SEND TODAY FOR FREE CATALOG

**IDEAL CABINET CORPORATION**

Division of DesLaurier's Column Mould Co., Inc.  
2903 Central Street, Evanston, Illinois



**HOW TO OFFER  
LOW-COST HOUSING!**

Stock and Sell  
**BESSLER  
DISAPPEARING  
STAIRWAYS**



**FREE!  
New Catalog!**

Illustrates and describes com-  
plete line of seven Bessler  
Disappearing Stairway Mod-  
els to meet all your needs.  
This new catalog should be  
in your files for ready ref-  
erence—write for your copy  
now!

**Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, O.**

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A REAL stairway.
3. Seven well-engineered models for every need.
4. Safety-designed in every detail for protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads.
8. ALL steps equal height.
9. Treads and stringers are made of Silika Spruce.
10. Full door width.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice.
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights.
17. Hundreds of thousands in constant daily use.
18. Immediate de-  
livery.
19. Meets all building codes.

for more room space  
better design  
lower building cost



FOR WARDROBES AND CLOTHES CLOSETS



FOR BETWEEN-ROOM DOORS



FOR ROOM DIVIDERS

*sell*

**RA-TOX**  
**FOLDING DOORS**



Sell Ra-Tox Folding Doors for new construction and remodeling. So easy to install, any home-owner can do the job. Give your customers the features they want . . . more useable wall and floor space . . . greater beauty . . . lower cost. Woven open-slat design provides air passage through door, vital for slab floors and proper heating and air conditioning. Supplied with all hardware and finished in choice of colors or natural wood.

Write for Bulletin 706. Complete Dealer Sales Material available . . . folders, mats, product tags, window streamer, and display.

The **HOUGH SHADE** CORPORATION  
Ra-Tox Division  
1025 Jackson Street

JANESVILLE • WISCONSIN

Street. The firm has been building in the Lakewood section for two years and opened the branch to facilitate supplying the needs of its customers here.

## NORTH CAROLINA

**WILSON:** A fire that swept through the Home Builders Supply Co. for the second time in a little more than a year completely destroyed the plant and machinery. The loss was estimated at over \$400,000. N. W. Clark, owner and operator, said he did not know how the fire started. He had recently completed rebuilding the entire plant and stocking it with new equipment.

## OKLAHOMA

**HARRAH:** Walter Baker, assistant manager of the Davidson Case Lumber Co. yard in Geary, has been transferred to Harrah as manager. He joined Davidson Case in July, 1948, and started his training at the Watonga yard.

**PURCELL:** The Billington Lumber Co. opened one of the largest and most modern lumber yards in this part of the state on its property adjacent to the Santa Fe railroad tracks on U. S. Highway 77. J. W. Sanders, who has managed the Lexington yard, is manager of the new yard.

## FLORIDA

**MIAMI:** A new ready-mix concrete company started operations here in August, the Oolite Concrete Co. All key personnel have served with other concrete firms. Head of Oolite is E. N. Belcher Jr., president of the Belcher Oil Co. J. R. Rankin is comptroller; William Clamp Jr., plant operating manager; William Burns, superintendent of plant maintenance and automotive equipment, and Mac Lupfer, sales representative.

## MISSISSIPPI

**BILOXI:** The Hogue Lumber Co. has sold its lumber yard here to Dave Roxenblum. The firm was opened in 1943 when it purchased the Eagle Lumber Co.

## ARKANSAS

**WARREN:** David M. Fisher, formerly of Seattle, has been named assistant manager of the Southern Lumber Co. A graduate of Yale University, he formerly was associated with Marsh and McClendon, Inc.

## OBITUARIES

**ANDREW C. GIEBELL**, 79, president of the Star Lumber Co. in Pennsboro, W. Va., died August 18. His career in the lumber business started during his boyhood, when he joined the Kimble-Tyler Co. He and his two brothers, Charles L. and Floyd Giebell, and two other associates, formed the Star Lumber Co. in 1903. Giebell and John B. Yates became partners in 1940 in operation of the business. He leaves a son and daughter.

**CARL K. CALLAHAM**, 64, president of the C. K. Callaham and Sons Lumber Co. in Charlotte, N. C., was killed September 5 when his car skidded on a highway. He leaves a wife, four daughters, and three sons.

**IRVIN CUMMINGS**, 38, died of a heart attack at his home recently in Philadelphia, Miss. He was sales manager for the DeWeese Lumber Co. He leaves a wife and step-daughter.

**GEORGE E. TOMLINSON**, 80, died August 17 at his home. He was still active in running the Tomlinson Lumber Co., which he owned. He served as president of the Winchester (Ky.) Bank for 20 years, as mayor of Winchester from 1921-25, and as district president of Rotary International. He had a record of perfect attendance at Rotary meetings for 27 years. Surviving are his wife, daughter, and son.

**HUGH ALLEN**, 84, president of the Allen Lumber Co., died in Middlesboro, Ky., August 16. He was past president of the Kentucky Retail Lumber Dealers Assn. and of the Middlesboro Chamber of Commerce.

**I. W. PHILLIPS**, 51, of Tampa, Fla., died at his summer home recently in Waynesville, N. C. He was president of the I. W. Phillips and Co., building supply wholesalers in Tampa. Surviving are his wife and three sons.

**J. HENRY WASHINGTON**, president of the Davis Washington Co., a building supply firm which he helped organize in Gainesville, Ga., died recently. He was a director of the Building Material Merchants of Georgia and a life trustee of Brenau College. He was former president of the Gainesville National Bank. He leaves a wife.

**S. FRED McCORMICK**, 76, who founded the McCormick Lumber Co. in Lexington, Ky., in 1911, died September 9. He was president until 1924, when he moved to Asheville, N. C. He returned to the Lexington firm in 1949. He had served as president of both Kentucky and Carolina dealer associations. Surviving are his wife and four daughters.



now the new  
**Leatherback**  
handi-rolls

for the home owner . . . a building paper for every need in convenient carry-out size rolls . . . 100 square feet—36" wide.

**Leatherback**  
**ALL-PURPOSE** Handi-Roll

asphalt saturated, water resistant breather type sheathing paper. For such uses as under siding on frame constructed walls . . . between floors . . . under floor covering . . . temporary exterior protection . . . and mulching paper for gardens.



**Leatherback RED ROSIN** Handi-Roll

non-staining, rosin-sized paper. For such uses as throw-away drop cloth to protect floors, floor coverings and furniture while painting, decorating, remodeling and repairing . . . temporary runner . . . wrapping and packaging . . . and picnic table cloth.

**Leatherback STORM BLANKET** Handi-Roll

reflective insulation and vapor barrier . . . pure aluminum foil. For such uses as insulation in side walls, ceilings, floors and between attic rafters for warmth in winter and coolness in summer. Use behind radiators to reflect heat. Gift packaging . . . decorative uses.

**Leatherback REINFORCED** Handi-Roll

waterproof, weatherproof 1" x 1" glass mesh. Outdoor protection for farm equipment, lawn furniture, boats, or anything to be stored outside. Winter wind break for screen doors. Concrete curing. Waterproof wrapping.

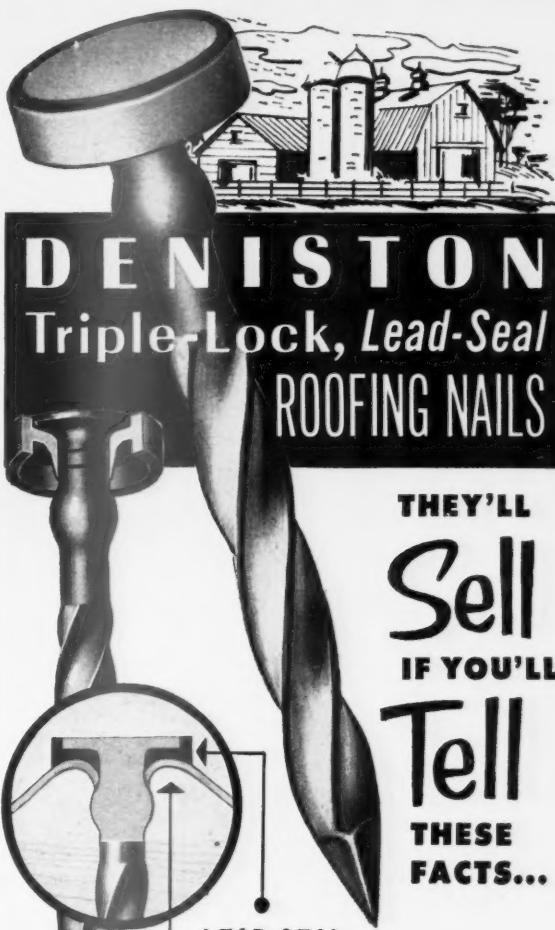
Packaged 12 rolls of each kind per carton for self-selling store display. Available now. Here's your chance to expand building paper sales through customers everywhere. Contact your distributor . . . or write direct to us.

**Protective Papers, Inc.**

General Office and Plant • UNION, ILLINOIS

Leatherback . . . The Complete Line of Building Papers

Branch Office  
and Plant  
HOLLISTER  
CALIFORNIA



**DENISTON**  
Triple-Lock, Lead-Seal  
ROOFING NAILS

THEY'LL  
**Sell**  
IF YOU'LL  
**Tell**  
**THESE**  
**FACTS...**

**LEAD-SEAL**

Lead is under the head and down the shank. When the nail is driven, the hole around the nail is plugged with lead and the break in the galvanizing is completely covered, to form a perfect double seal.

**TRIPLE-LOCK**

As the "bump" is forced through the sheet, the sheet springs back over the bump —this effectively prevents the nail from working out. The nail, lead and sheet are solidly locked together.

**DRIVE SCREW SHANK**

. . . makes the nail turn and hold like a screw. It holds with a powerful, unyielding grip. Threads are deep and sharp because they are formed after galvanizing.

**For Galvanized and Aluminum Roofing**

What an advantage it is to offer a nail that has everything—a nail which sells itself on the strength of its own qualities—a nail around which you can wrap a real sales story.

You can't lose when you offer Deniston Triple-Lock Lead-Seal Roofing Nails. Get the facts and tell the facts.



**The DENISTON COMPANY**  
4856 South Western Avenue, Chicago 9, Illinois

Please send me without cost

Directions Booklet  Complete price information  
 Pallet and other type nails

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactly designed for the types of tile designated.



## BLADE RESHARPENING SERVICE

DEALER RENTAL  
PROGRAM AVAILABLE

WRITE FOR LITERATURE AND  
NEAREST DISTRIBUTOR TODAY.



**J. M. J. INDUSTRIES**  
Engineers • Manufacturers

228 CENTREVILLE AVENUE  
BELLEVILLE, ILLINOIS

## Southern States Lead in Treating Wood

Wood - preservation statistics, as compiled by the Forest Service, show that the total volume of wood given preservative and fire - retardant treatment was about 4 per cent more than was reported in 1951. Volume in 1952 totaled 314,998,356 cubic feet, compared with 302,471,317 cubic feet in 1951.

The South, with about 45 per cent of the plants, treated over half of the total U. S. production. Louisiana and Texas led the states in number of plants with 17 each. Mississippi replaced Florida in second place with 12, while Florida and Georgia tied in third place with 10 plants each.

## PACKAGED FINANCING

(From page 25)

bank and contractor, it provides reliable contracts.

Next to word-of-mouth recommendations, the largest part of the business is brought in by a program of daily radio spot announcements that advise prospects exactly how Bailey's can help plan and finance any building or modernization job. These oral ads are carefully worded by Bailey's advertising agency to help get prospects off the "dead center" of indecision by offering them technical, detailed, and coordinated advice and assistance with their building problems and plans.

With an experienced and reliable firm like Bailey's, the customer relationship is something like that of a doctor and a patient. So, when all details of planning and financing are taken off their minds, the relieved prospects express their gratitude in continuous "word of mouth" testimonial advertising and in future purchases from this dealer.

Bailey's packaged financing plan covers not only all building materials but also the labor and other services and expenses involved with the complete job. On modernization work, about half the homeowners don't want either financing or contractors, but most of them want some plan assistance. But 90 per cent of the homebuilding prospects want plans, materials, and contractors recommended, and 80 per cent of the new-home customers want mortgage financing for the whole deal.

This calls for a flexible attitude by the dealer, with expert individual planning to suit each case. This, of course, is a good lumber retailer's long suit, according to Lawson, because his staff has had real building experience and he is set up to supervise such building activity from beginning to end.

Every one of Bailey's executives and 10 salesmen in two stores is qualified and authorized to initiate a financing sale. However, buyers often are turned over to super-specialists for details, plan assistance, and for closing the contract.

**Three Bailey** salesmen do outside selling and supervise construction most of their time. The others operate both inside and outside the store. The store itself is the main point of purchase, with over half the prospects making first contact by personally telephoning the store after they listen to radio announcements or discuss their needs with some satisfied Bailey customer.

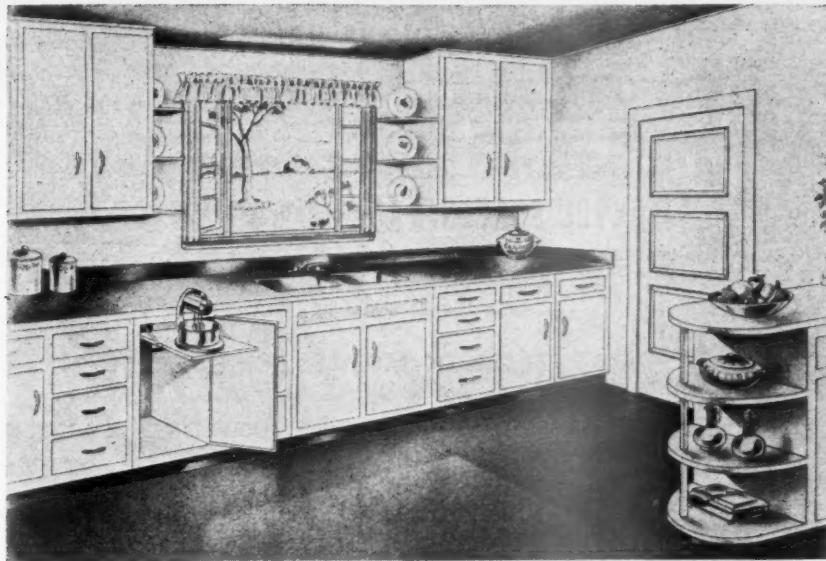
Interest rates and financing charges under the Bailey plan are fully competitive with other financing institutions. New home costs in Miami average about \$12,000 in good residential sections. The owner needs a good building lot plus from \$1,000 to \$2,500 for a down-payment, with the nature of the neighborhood partly determining the maximum loan and the minimum down-payment. Payments run for 20 years and average \$75 a month.

For Bailey's, such home financing "paper" is easy to sell, so can be turned over quickly at any time, in any ratio desired, after a job is completed. But the more this firm can carry on its own capital, the more they make in interest.

Everything about the deal is fully explained by Bailey's man to the owner, including the possibility of re-financing the loan. But this is incidental to most buyers, for they are primarily buying Bailey's integrity, "know-how," and experience.

**On the whole,** Lawson believes, lumber dealers can do a better job of supervising home financing operations than most banks, especially when they act with their own bank's approval and cooperation. The dealer not only knows all the angles in a new home job, but it is his main business to sell and to consult as often as needed over the troublesome details.

With their exact knowledge and complete control of financing, Bailey's can completely control the choice of architects, estimates, sub-



## Eye Appeal means Buy Appeal!

The IDEAL Kitchen is noted throughout the South for its beauty and convenience. Its superior features have won the hearts of thousands of housewives . . . your customers and prospects. Made of beautiful Ponderosa Pine and other high quality materials, IDEAL Cabinets can be painted or finished natural to complement any decorative theme.

They are made in a wide range of sizes and can easily be arranged to fit any size or shape room. Special units are available to solve storage problems and lighten kitchen work: Revolving Shelf Base Section, Tray and Pan Section, Service Bar, and Mixer Cabinet. Go after your share of IDEAL Kitchen sales. Ask your Jobber for complete information.

**IDEAL KITCHENS ARE DISTRIBUTED BY BUILDING MATERIAL JOBBERS**  
MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK PLANT, THE IDEAL FACTORY, WACO, TEX.



JAL-O-VENT is taking the country by storm... from Maine to California, architects, builders, and home-owners are specifying and buying JAL-O-VENT. JAL-O-VENT'S wide louvers, all-aluminum construction, ease of operation, and trouble-free performance add up to sure profits and fast turnover for the JAL-O-VENT dealer.

Write today for details, to

**SUPERIOR WINDOW CO.**

5300 N. W. 37th AVENUE • MIAMI, FLORIDA

7/16" glass to glass overlap insures maximum weather protection.  
Lock ring holds clip tight to jamb.  
7" wide louver provides semi awning protection and presents a picture window appearance.  
Balanced louvers are feather light for effortless operation.



### YESTERDAY BRAWN

The load on the man instead of the truck. Extra handling, lower efficiency, soaring labor costs.

Twin-Tilt is the only hand operated truck with the patented, labor saving auxiliary frame. It lifts up to 1,200 lbs. with finger tip control.

### TODAY BRAINS

Built to rigid specifications, Twin-Tilt gives you money saving, time saving and product saving operation. Palletized materials are moved in one easy operation.



Write Twin-Tilt for literature describing in detail how you can save labor costs whatever the size of your operation.



TWIN-TILT TRUCK CO.  
DEPT. S.B., P. O. BOX 11  
ST. BERNARD, CINCINNATI 17, OHIO

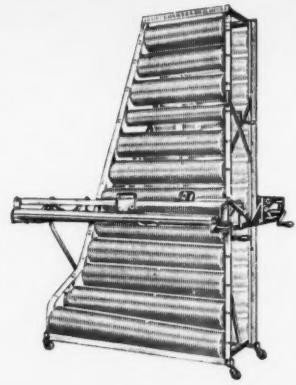


## NEW MARVEL GLASS HOLDER

Automatically Measures and Squares Glass; no metal touches glass surface; cushion grip absorbs shock. Made in Four standard sizes. Easy, safe cutting; easy, safe salvage removal with Salvage Remover all at one time. 100% Efficient. Removes 1/8" on double strength glass, or 1/16" on single strength. Over 40,000 in use today. Priced within reach of even the Smallest Dealer.

## MARVEL SCREEN RACK, 8 MODELS

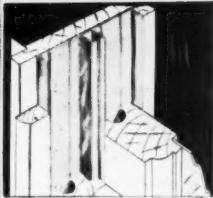
Meets demand for showing variety of sizes, with 8 models for choice. Some models have cutter, winder and automatic measuring gauge Both Sides. Any roll on rack measured and cut On The Rack. Priced within reach of even the Smallest Dealer. Write for Complete Catalog of All MARVEL Products.



## MARVEL RACK MFG. CO., Inc.

Dept. SBS, 24 No. First St., Minneapolis 1, Minn.

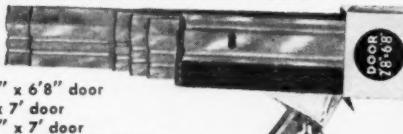
## NOW—All 3 From ONE DEPENDABLE SOURCE



### GUARDSMAN FULL JAMB COVER No. 600

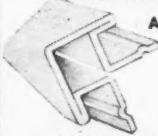
No. 600 for 1 1/8" Aluminum Check Rail Double-Hung Wood Windows. Cut in lengths to your specifications.

### GUARDSMAN PACKAGED DOOR SETS

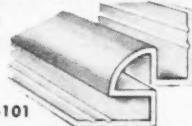


No. 332 for 2'8" x 6'8" door  
No. 336 for 3' x 7' door  
No. 342 for 3'6" x 7' door  
A compact package of weatherstrip material, with all necessary hardware, for one door.

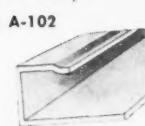
### GUARDSMAN METAL SIDING TRIMS



A-100



A-101



A-102

A-100...Outside Corner, .016 Gauge, Aluminum  
A-101...Inside Corner, .016 Gauge, Aluminum  
A-102...Door and Window Trim, .016 Gauge, Aluminum

Order from your jobber. If he cannot supply you, write us direct.

NATIONAL GUARD PRODUCTS, INC.  
540 JACKSON AVE. ★  
MEMPHIS, TENN.



### Century SAFETY FOLD STAIR RESPONDS TO A WOMAN'S TOUCH

- Spring operates off frame over break bearing instead of door, eliminating door flying up in face, two adjustments on spring. Arm operates with sleeve bearing.
- Stiles thoroughly braced eliminating possibility of spread.
- Arm hinge automatically broken by spring tension as you step off stair.
- 4 1/2" treads 8 1/2" apart instead of 9 1/2".
- No exposed hinges on ceiling when unit is installed.
- Long metal hand rail — No splinters.

Dealers—write today for full information and name of your nearest distributor.

Century Manufacturing Co.  
410-20 NORTH WALDRAN, MEMPHIS, TENN.

## STOREY SELLS WEST COAST!

WHOLESALE PRICES—EACH CAR GUARANTEED

- Oregon's finest Fir—Clears and Commons
- Ponderosa Pine—Finish and Boards
- California's prettiest Redwood—Panelling, Siding
- West Coast Mouldings, cut Door Jambs, VG Flooring and Stepping

From 3,000' up to a carload—Pool Cars or direct from our Winston-Salem Warehouse.



## W. M. STOREY LUMBER CO.

Southern Pines, North Carolina

Phone Orders Collect! Phone 2-2412 TWX S. Pines No. 99

## SELL Flor-Lac FOR FINISHING FLOORS!

Sell them something NEW—and proven superior! Floormen, builders, and suppliers everywhere are singing the praises of this wonderful floor sealer-finish that does not raise grain, dries in 20 minutes to a beautiful high luster! For new and old floors! Fresh pine scent! Let customers TRY it, FREE; we'll supply you with plenty of free samples.



Send for FREE SAMPLES!

SEABOARD LACQUER CO.  
Baltimore 15, Maryland

WHEN YOU WRITE TO Advertisers  
IN THIS MAGAZINE . . .

Tell Them YOU READ ABOUT IT IN

*Southern*  
**BUILDING SUPPLIES**

**HERE'S WHY**  
more people want  
**LOXSCREEN**  
tension screens...

*simplified top hanger unit*

*2-way pull spring latch*

THE SCREEN IN THE WINDOW SHADE CLASS  
Write for FREE LITERATURE

the Loxscreen Company • Columbia, S. C.



**The DONLEY Line**  
**meets all Damper needs**

**A choice of materials**—high grade cast iron or U. S. S. Cor-Ten Steel.

**A choice of control devices**—Rotary Control, Poker Control and Chain Control (for four sizes).

**A wide range of sizes**—Everything from 24 inches to 96 inches, 11 sizes, based on width of fireplace opening.

**A modern variation**—The extra capacity, wide throat, square end damper that is vital to the proper working of such modern creations as the double opening fireplace, the projecting corner fireplace and the three-face fireplace.

**Trustworthy Instructions**—Fireplaces work cleanly, yielding generous heat, when constructed in accordance with plans and instructions attached to every damper—an important aid to pleasant customer relations. . . . Be sure your Donley Catalog is the latest.

**THE DONLEY BROTHERS CO.**  
13905 Miles Avenue | Cleveland 5, Ohio

**Announcing**  
**FORGED IRON HARDWARE**  
... by NATIONAL LOCK

**FORGED IRON HARDWARE**  
by NATIONAL LOCK COMPANY

**display no. 70**

This new 18-piece line of fast-selling forged iron cabinet hardware for use on both natural wood and painted surfaces. Offered in Dead Black, Old Copper and Swedish Iron Finishes. Natural 11 x 16" display board is FREE. Order No. 70 display and stock from your wholesaler.

**Buy it from your wholesaler**

**distinctive hardware . . .**  
**all from 1 source**



**NATIONAL LOCK COMPANY**   
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

contractors, and installations. They can change the plans, materials, or procedures as may be needed, whereas non-lumber financiers do so often with reluctance and confusion.

To keep a large circle of contractor customers, Bailey's rotates the individual jobs according to each builder's special qualifications and need for work. The result is that contractors frequently recommend this dealer for the materials and financing their prospects demand for other jobs.

Bailey's Lumber Yards carry a little of the installment paper right to the final pay-off, but the major portion is turned over to their bank or that of the home-buyer, as he prefers. These banks are usually pleased to have this business, for they know that a home planned and supervised by such a reliable lumber dealer is ordinarily a better investment than that handled by a contractor alone.

Even some speculative builders and contractors use this dealer's packaged financing service, although they do not need planning assistance. They find this service flexible in that it supplies all needs and accommodates changes during construction without red tape. Furthermore, it provides money on short notice to meet special or unforeseen needs.

Bailey's make all their own credit investigations through the usual sources, using the three regular local organizations as needed. Lawson reports that the firm has suffered no credit losses so far, because they have been careful in the selection of customers, plans, and sites, and then maintained close supervision of each job.

Some owners, of course, want things they can't put into words and which are mutually exclusive. It is the job of patient, experienced salespeople to explain what is possible and to help customers make

up their minds about their house.

Bailey's salesmen and other staff members are motivated by the payment of good salaries plus a substantial annual bonus, based on net profits.

Lawson urges other dealers contemplating this type of service not to worry "about extra administration costs. The only extra personnel needed will be those to take care of extra business the project brings in. The only experience or training required is that of a general light construction background, but it is well for at least one staff member to know the essentials of legal contracts, and for your lawyer or banker to check the deals. Only standard legal forms are used."

On advertising, Lawson reports that "radio here in Miami has proven most productive of all the jobs we need, but in a duller market we would also consider television as a selling medium. It is well adapted to merchandising the financing and building of homes and modernization."

Bailey's radio announcements are drawn up by the agency from the accounts of interesting experiences reported by salesmen. The whole program has helped Bailey's to become known as a friendly meeting place for aspiring homeowners, where they can crystallize their ideas, select materials and designs, and find out what a job will cost and how to finance it.

Sample radio spot:

"Is the 'squeeze' on in your home? Has your family grown to the point where there are no longer enough cubic feet per person for comfort, privacy, and peace? Then, it's time to stop at either of Bailey's Lumber Yards! Yes, time to have a friendly chat with Bailey's staff and work out a solution for increasing the livability of your home by increasing its size. . . . Bailey's will gladly suggest the names of dependable architects and builders. And if you lack cash, Bailey's will explain how simple it is to arrange for low-cost budget plan payments. . . . Accept the invitation of Bailey's Lumber Yards to 'come in and talk it over'."

Short, breakfast-time news spots thus each gives a specific example of Bailey's solution to definite home improvement problems. General institutional advertising, in both newspapers and on radio, was previously used to build up Bailey's name in preparation for this direct selling approach. The two stores are tagged in every medium as "Home of Sudden Service."

**WEL-BILT FOLD-A-WAY STAIRWAY**

- SAVES SPACE • IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by  
THE WEL-BILT PRODUCTS COMPANY  
P. O. Box No. 95, Memphis, Tennessee

Member S.P.I.B.

**SOUTHERN PINE LUMBER**

**WORD GRAND-PAK FLOORING . . . WORD IS B.A.**

Member N. H. L. A.

Siding  
Finishing  
Ad Dimensions  
KD Pine Ply  
YELLOW POPLAR  
RED CEDAR  
CLOSET LINING

**W. J. WORD LUMBER CO.**

Phone 327

SCOTTSBORO — ALABAMA



**"DO-IT-YOURSELF" Lifetime  
PULLMAN SASH BALANCE**

Pre-tested—sells itself!

Clever do-it-yourself kit to replace worn or broken sash cords in minutes. For householders, landlords, handymen, carpenters. Guaranteed. Fool-proof, easy to install. Selling by hundreds in test stores. Your jobber has it, or write for data, free sales aids:



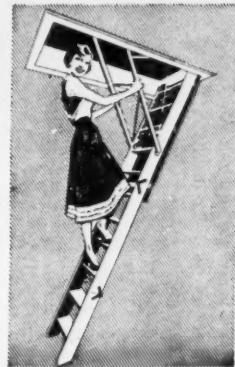
**PULLMAN**

MANUFACTURING CORP.  
325 HOLLENBECK STREET  
ROCHESTER 21, NEW YORK

**Craig  
Pull-Down  
STAIRS**

**Fast Selling!**

Packaged products. Designed for easy, quick installation by contractors and "handymen."



**1. The SLIDE-A-FOLD**  
—A FAST-MOVING, LOW PRICED  
STAIRWAY

LIST PRICE F.O.B. FACTORY  
LIBERAL DEALER DISCOUNT

**\$36.00**

**2. The FOLD-A-STAIR**  
—A BETTER QUALITY UNIT  
COMPETITIVE, AND MORE!

LIST PRICE F.O.B. FACTORY  
LIBERAL DEALER DISCOUNT

**\$42.00**

**CRAIG** WOOD-PRODUCTS  
COMPANY

BRENNAN ROAD, COLUMBUS, GEORGIA

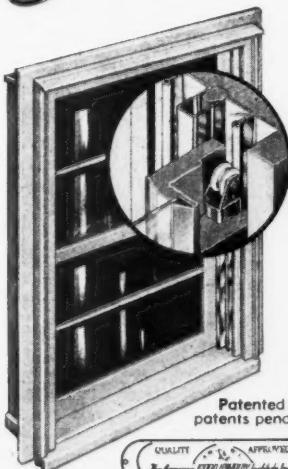
Clip This Ad to Your Letterhead for Full Information

*Huttig*

**ROLL-LIFT**  
WINDOW UNIT

THE WINDOW THAT  
**ROLLS**  
UP AND DOWN

A New Principle  
Eliminates  
Weatherstrip Drag  
Makes Windows Easy  
to Raise  
— Plus —  
**REMOV-A-MATIC**  
SASH  
Which Can Be Easily  
Removed and Replaced



Patented and  
patents pending.



By Laboratory Test Qualified To Bear  
Above Quality Approved Seal  
Conforms With Commercial Standard  
CS 190-53



**HUTTIG SASH & DOOR CO., ST. LOUIS, MO.**

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •  
Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va.  
• Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash &  
Door Co., Memphis, Tenn.

**ANCO Bag Trucks  
Pay For Themselves**

**EXCLUSIVE...**

Only in an ANCO bag truck can you get the exclusive NOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



FREE  
(and easy)  
plan for  
pallets  
furnished

**For Bagged Goods,  
Shingles, Lath,  
Case Goods**

Mail coupon for details of  
FREE TRIAL OFFER. It's a  
money-maker and a back-saver.



**ANTHONY TRUCK CO.**  
Paducah, Ky.

Please give us full information about  
the ANCO Pallet Trucks that do twice  
the work with half the effort.

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

By \_\_\_\_\_

# dealers!

low cost storage space with EZ-Way Folding Stairways • increase sales — show your customers the advantages of this inexpensive storage space



## EZ-WAY Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to best please your customers on auxiliary, low cost storage space.

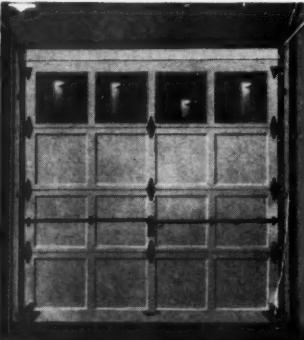
Write TODAY for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-5 St. Paul Park, Minnesota.



# EZ-WAY!

**GARAGE  
DOORS  
and  
Electric  
OPERATORS**  
by

# WAGNER



"ROLLEZY"—Model 326 Overhead Door (illustrated above) is now made in 33 standard sizes from 8' x 6' 6" to 16' x 7'. Here's a top quality, easy operating, low priced door that will win trade and hold it for you.

"GLIDEOVER"—Made in a wide range of overhead models and sizes from 8' x 7' to 24' x 24', which enables you to meet all residential and commercial requirements.

"AUTOMATIC DOORMAN" — The magic push button electric operator for opening and closing ANY make or type of sectional overhead garage doors and most makes and types of one-piece doors.

Ask for Garage Door Bulletin SB-53.

### Also

- Sawhorse Trestles
- Scaffold Brackets
- Roof Brackets
- Folding Ladder Brackets
- Farm Building Hardware and Specialties

Ask for  
Bulletin SBG-53

**WAGNER MANUFACTURING COMPANY**  
CEDAR FALLS, IOWA, U.S.A.

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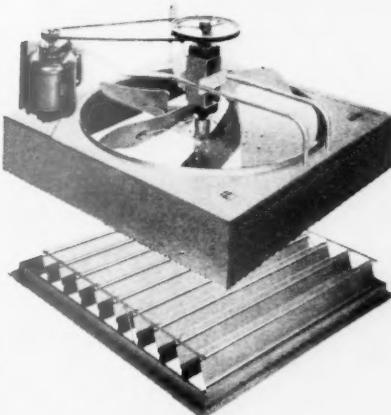
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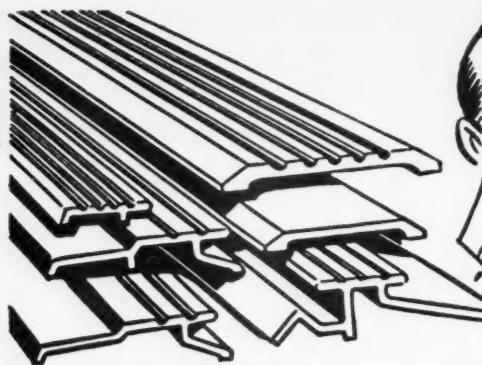
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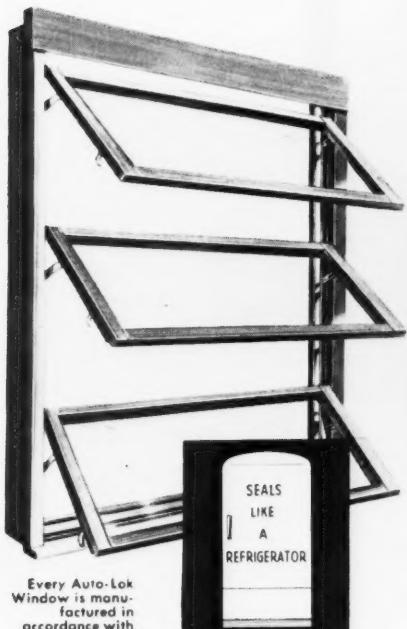
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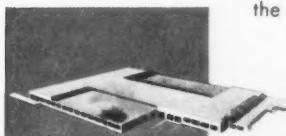


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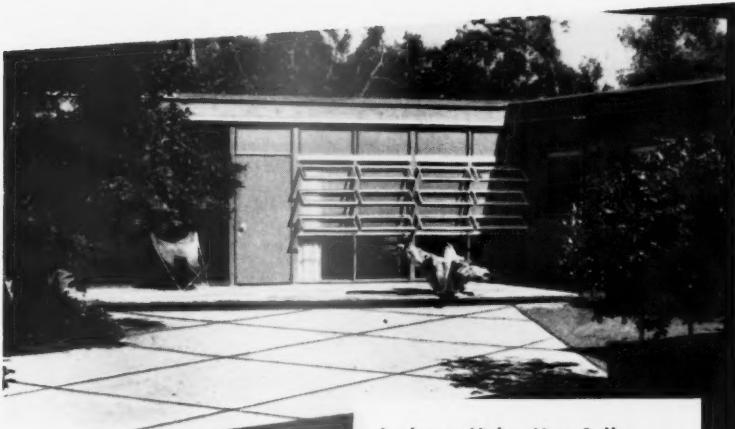
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